

# the American Perfumer

## and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

AUGUST, 1955

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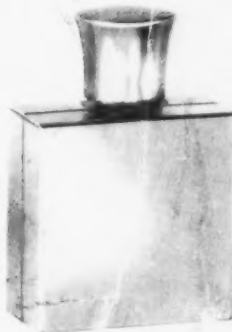
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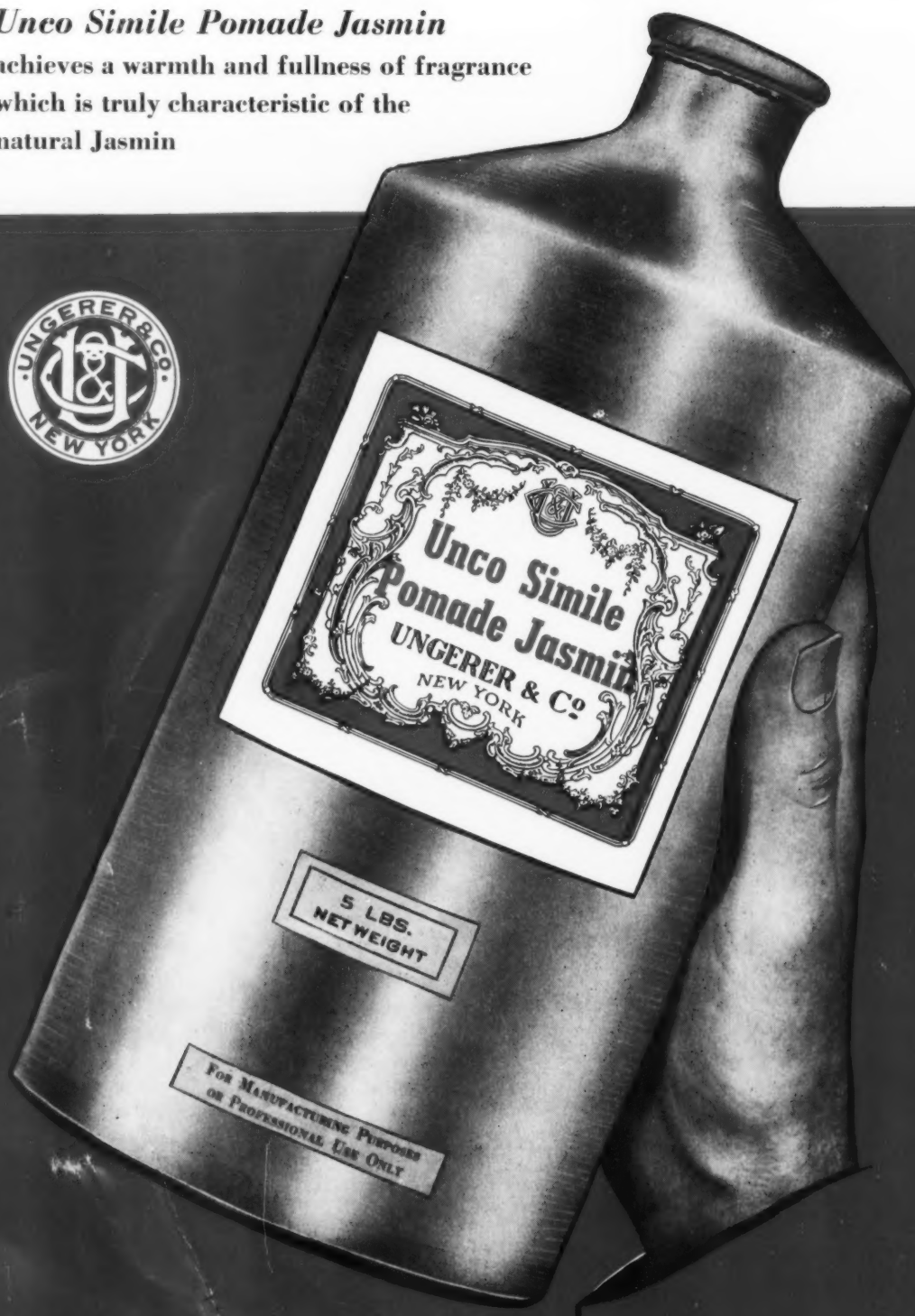
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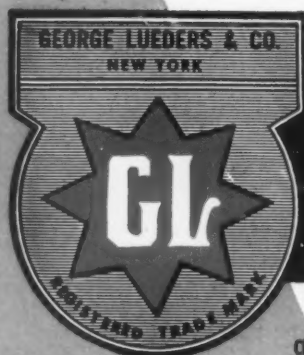
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Established 1906

## CONTENTS • AUGUST 1955

### Research

Properties of Stearic Acid ..... C. C. Tillotson 23  
*Physical-chemical properties of commercial stearic acid*

The Epidermis of Animals ..... Earl O. Butcher, Ph. D. 31  
*Hair growth, changes in epidermis, fluid content, etc.*

Odor and Taste Repellants ..... 36

### Production

Anthranilates in Flavoring ..... Morris B. Jacobs, Ph. D. 54  
*Importance in grape, berry and fruit compositions*

Misconceptions About Rancidity ..... Paul I. Smith 61  
*Steps to slow down or stop rancidity*

### Management and Sales Promotion

Advantages of a Sales Agency ..... 29  
*How special outlets and neglected territories may be handled*

Challenge for Direct Selling ..... 27

How to Sell Profitably by Mail ..... 28

Selling to the Negro Market ..... 30

The Next Package Revolution ..... 30

### Regular Features

Desiderata ..... Maison G. de Navarre 19

Questions and Answers ..... 21

Notes and Topnotes ..... 46

Hints for Improving Production ..... 51

New Products and Developments ..... 52

New Packaging and Promotions ..... 41

Flavor Section ..... 54

Soap Section ..... 61

Cosmetic Excise Tax Collections ..... 27

Book Reviews ..... 48

News and Events ..... 66

Market Report ..... 81

Index to Advertisers ..... 84

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\* Chemical Senses, page 1, Moncrief—lists senses as follows: “sight, hearing, touch, taste, smell.” Note smell is listed Fifth.



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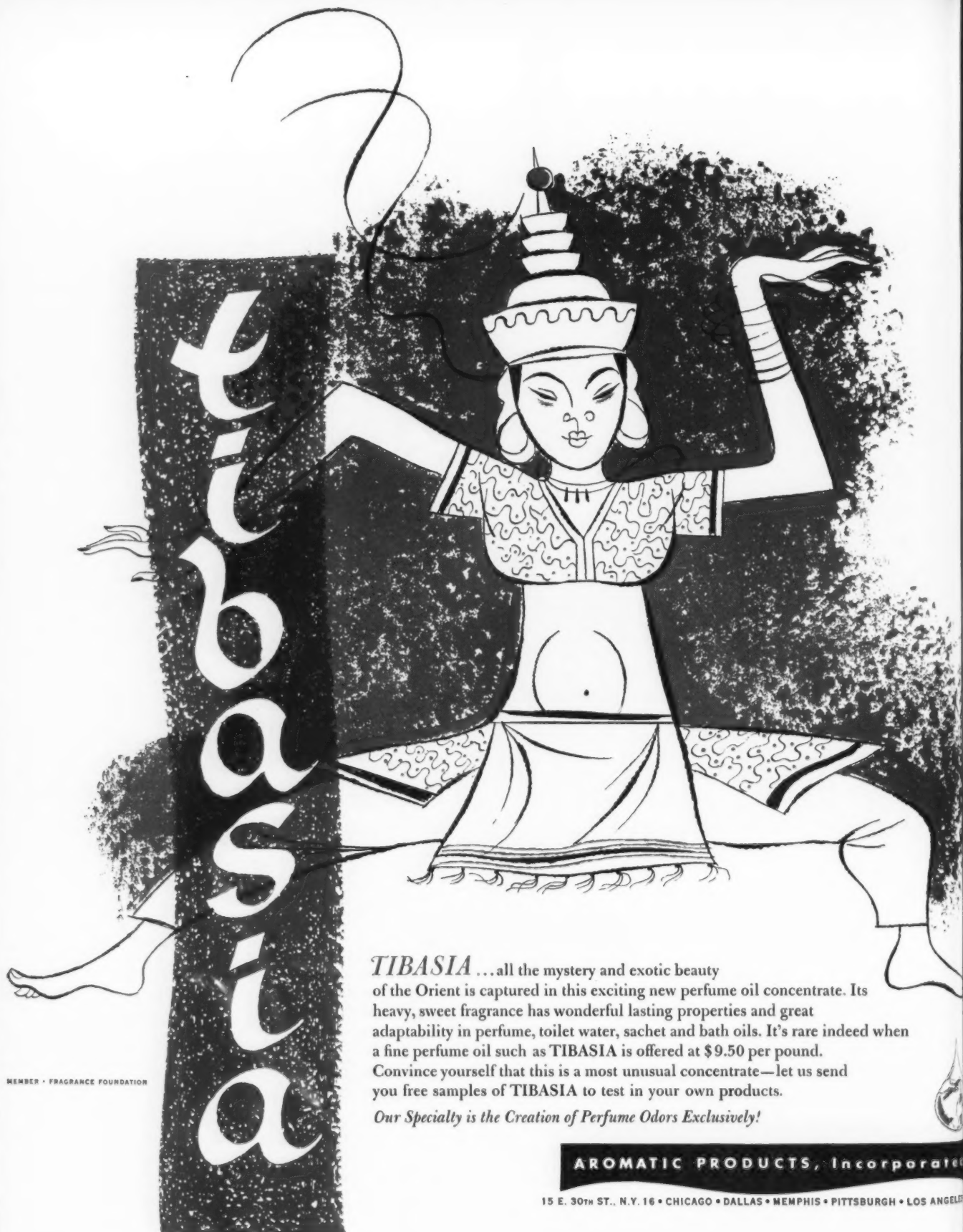
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*Try it in hair dressings.* See whether it introduces less

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*Try it in alcoholic lotions.* See if it won't provide the same lubrication as isopropyl myristate or isopropyl palmitate and yet leave no greasy residue.

*Try it in shampoo.* See a liquid cream shampoo formula produce a cream paste shampoo when *Type 5-00* replaces glyceryl monostearate or a heavy liquid cream shampoo when *Type 9-40* is used.

*Try it in powder foundations.* See a more homogeneous paste than with isopropyl palmitate and a non-shiny film on the skin.

*Myvacet Distilled Acetylated Monoglycerides* are made by **Distillation Products Industries**, Rochester 3, N. Y. Sales offices: New York, Chicago, and Memphis • W. M. Gillies and Company, Los Angeles, Portland, and San Francisco • Charles Albert Smith Limited, Montreal and Toronto.

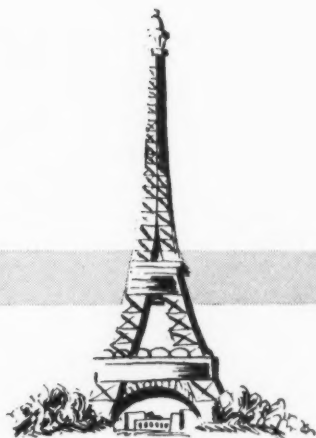
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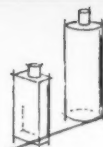
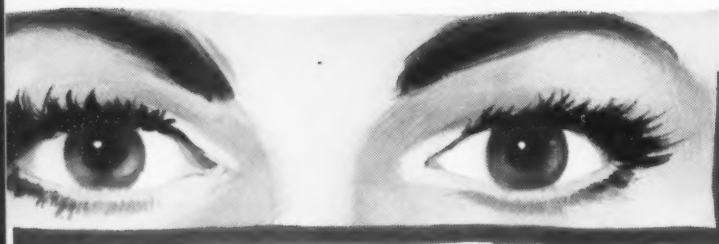
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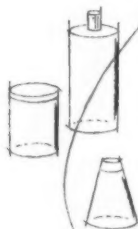
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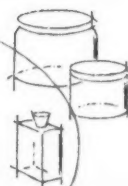
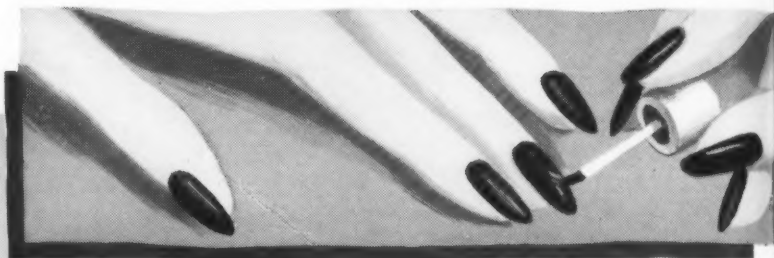
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These long tapered fingers need your product to keep their smoothness and well groomed look, but first they must point to your product.



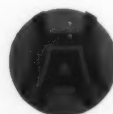
This charming mouth needs your product to enhance it's beauty, but first it must ask for your product.



Briefly, that's the story of H-A cosmeticware —efficient, handsome packages that make looking become requests.

**HAZEL-ATLAS GLASS COMPANY**

Wheeling, West Virginia



# Desiderata

BY MAISON G. deNAVARRÉ, F.A.I.C.



## Notes

A British report finds increased sugar consumption having little if any effect on dental caries—brown sugar is similar in its action to white sugar. . . . Polyurethane foams may have usefulness as packing material for expensive perfumes and cosmetic sets. . . . Have you tried the Pluronics in shampoo formulations, either soap or synthetic surfactant type? . . . Which reminds me that a newcomer to the cream hair rinse field is a material called Pendit CA, a high molecular weight quarternary amonium compound. . . . Veronica Conley, writing in the August issue of *Today's Health*, says about Royal Jelly, "Favorable effects of royal jelly, if any, would be due to the vitamin B complex. At the moment there is no sound basis for thinking that this chemical will favorably affect the skin when applied topically. The one consolation is that royal jelly creams have an emollient base which with proper use will effectively control most skin dryness. But the same effect can be obtained at a far lower price." . . . Rosenberg and Oster (*Comm. State Med. J.*, 19, 171, 1955) find that oral gelatin is a useful treatment for brittle nails. . . . DeSoto automobile advertising features "Happiness in Colors"—isn't there an idea for cosmetics in this? . . . Denton, Birmingham and Perone (*Arch. Dermatol.* 72, 7, 1955) find petrolatum equal to or better than silicone barrier products, according to laboratory tests. . . . In the same journal, Morris recognizes a definite condition which he calls "detergent dermatitis" . . . M. W. Parsons-Plymouth, Inc., is offering a new type of zinc stearate of finer particle size which does not "ball."

## Polyoses

A series of synthetic polysaccharides having water solubility has recently been offered in four viscosity types. The gels have a pH of somewhat less than 4.0 and it is recommended that final pH never exceed 6.0. The materials are compatible with acids, gums or related compounds especially polyvinyl alcohol. They are white to light tan in color. Possible uses are as adhesives, thickeners or colloidal water binding agents.

## Cationic Bentonite

If organic liquids need thickening or gelling, a new agent is now available for polar organic compounds. Lacquers, nail polish and remover and related products come to mind. The material is based on montmorillonite and supplied as a fine, cream colored powder.

Among the solvents with which it will work are: butyl acetate, dibutyl phthalate, butyl cellosolve, methylene chloride, methyl ethyl ketone, triethyl phosphate.

In addition it works well with mixture of polar and non-polar compounds. Thus a mixture of equal parts of methyl ethyl ketone, toluene and butyl acetate is readily thickened with from 5 to 10 per cent of the gelling agent. The material is ground into the solvent in a pebble mill, roller mill or colloid mill (with due caution for flammability). Shear is the important thing and sometimes high speed stirring will be adequate.

The degree of thickening dictates, to a certain extent, just what procedure is best. Occasionally, a little heat aids the process and reduces the amount of mechanical work required.

The material in question is one of two now available.

## Thickening Agent

Emulsions of water systems can now be thickened with a new hydrous magnesium silicate. A greaseless hand cream is made from the following suggested formula.

Water	60 parts
Glycerin	30 parts
SDA 40	8 parts
Magnesium Silicate	2 parts

The silicate is hydrated in the water followed by the other ingredients. If rose water is used, one could call such a product solid glycerin and rose water.

Emulsions can readily tolerate 1/2 to 1 per cent where the silicate acts as a colloidal binding agent for the water, preventing water "roll-off." Emulsions would undoubtedly also be more protected against freezing as a result of this addition.

## Hair Dye Cream

More interest is being shown in this type of product as time goes on. Keep in mind that any facts used must not prevent the dye from penetrating the hair shaft uniformly. For this purpose, the self-emulsifying polyol stearates such as those of glycerin, propylene glycol or the polyglycols in amounts ranging from 5 to 10 per cent are satisfactory.

The dye solution must comprise more than 50 per cent of the product. It should be proportionately stronger to make up for the difference.

As for colors, this department can make no recommendations because of the complicated nature of hair color-



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- ✓ **exceptional purity!**
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Creams, hair oils, hair dressings, suntan oils . . . whatever your cosmetic product . . . the White Oil you use should be fortified with Vitamin E to assure greatest stability against odor and color development. Now Sonneborn Research Laboratories have developed and patented a Vitamin E-fortified white oil—CARNATION White Mineral Oil—to help make your finished product better . . . keep it factory fresh.

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Why take chances when protection costs no more! Insist on Sonneborn CARNATION White Oil fortified with Vitamin E!



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ing. The so-called "para" dyes still remain as the substances of choice. The solutions must be alkaline and in reduced form, to be developed with an oxidizing agent.

Swiss Patent 270,398, for example, covers a composition consisting of 5 parts propylene glycol stearate, self-emulsifying, 0.2 part cholesterol, 0.05

parts Vitamin F, 0.2 parts thioglycolic acid, 51 parts water and 55 parts of an ammonia solution of an oxidizing hair dye. The hair dye solution is prepared from 3.5 parts p-toluylenediamine, 0.2 parts aminodiphenylamine, 10 parts ammonia water (20%), 0.15 parts thioglycolic acid, water q.s. 100 parts.

The mention of the above patented composition is no recommendation to infringe on the patent or to use its formulation as a satisfactory and workable product. It is intended to act only as an indicator of lines of established experimentation.

## Questions & Answers

### 1154: Water Soluble Resin

Q. Please inform me from whom I can purchase "Elastolac," a water soluble resin. We are making a new cream shampoo in which we use sodium stearate as a thickening agent. We would like to substitute this thickening agent by some other agent and get away from using the free alkali. We would appreciate it if you would inform us of a product that would serve the purpose we desire in a cream shampoo. Is there such a publication that can give me the name of the special chemicals and detergents that are manufactured by different concerns which the manufacturer uses his special own name for the chemical? R. S. B., Texas

A. Sodium stearate is still the best gelling and opacifying agent for cream shampoo. You might also try some of the solid alkanolamides as opacifiers. The manufacturers' names are sent to you under separate cover. The only trade name publication known to us is a book by J. P. Sisley, Encyclopedia of Surface Active Agents published by the Chemical Publishing Co. Elastolac is a shellac composition sold by Glyco Products Co.

### 1155: Waving Solution

Q. In your issue of February, 1945, you published an analysis of a cold permanent waving solution. I understand this is not a complete formula and I would like to have you clarify it for me. For instance, one ingredient is ammonia, but it does not specify the type of ammonia or the strength. It also mentions "undetermined." How could I find out what this is? Is it possible for you to supply me with a more up-to-date formula, or if not, could you tell me where I could obtain a more modern formula? S. T. Y., N. J.

A. You certainly must appreciate that many changes have occurred since 1945. For your own information, any

ammonia, however mentioned in a cosmetic by analysis, refers to pure ammonia (NH<sub>3</sub>). When a formula simply suggests adding so much ammonia, ammonia water of 28 per cent strength is usually meant. We suggest that you buy a concentrate of a cold permanent waving solution already made up and dilute with distilled water to the appropriate strength, adjusting pH to 9.5. Pure glass or stainless steel must be used for any trace of iron or copper causes the solution to oxidize itself and is then useless for waving. Names of suppliers go to you by letter.

### 1156: Ammonia Odor

Q. A friend of mine is about to market a lotion, but he is unable to find anything to take the ammonia odor out of it. I suppose you should know the composition of the lotion but I do not know it myself. I am sorry to be unable to give you more information than this but maybe you can help him. He is in the business of growing hair on bald heads so possibly you can get an idea from this. D. C., N. Y.

A. It is a little difficult to make a suggestion for overcoming the odor of ammonia without doing a lot of work on the matter and knowing something about the product you have in mind. If you prefer not to disclose this, we suggest you write to some of the advertisers in The American Perfumer for samples of perfume compounds for blending with the ammonia so that it is less noticeable, stating the price you are willing to pay.

### 1157: Hair Dye

Q. Has there been a hair dye or rinse developed which would merely coat the outside shaft of the hair without undergoing oxidation or absorption and which would be more or less permanent? Y. F. B., Fla.

A. The only dyes which coat the outside shaft of the hair with which we are acquainted are the metallic dyes which are more or less permanent. Starting formulations for such products can be found in any number of cosmetic books which are available in your main library, if you do not possess some. Winter suggests 5 per cent silver nitrate in 2 per cent ammonia solution for bottle No. 1. Bottle No. 2 contains 1 per cent pyrogallol for developing a blond color on hair. Increasing the pyrogallol produces darker colors.

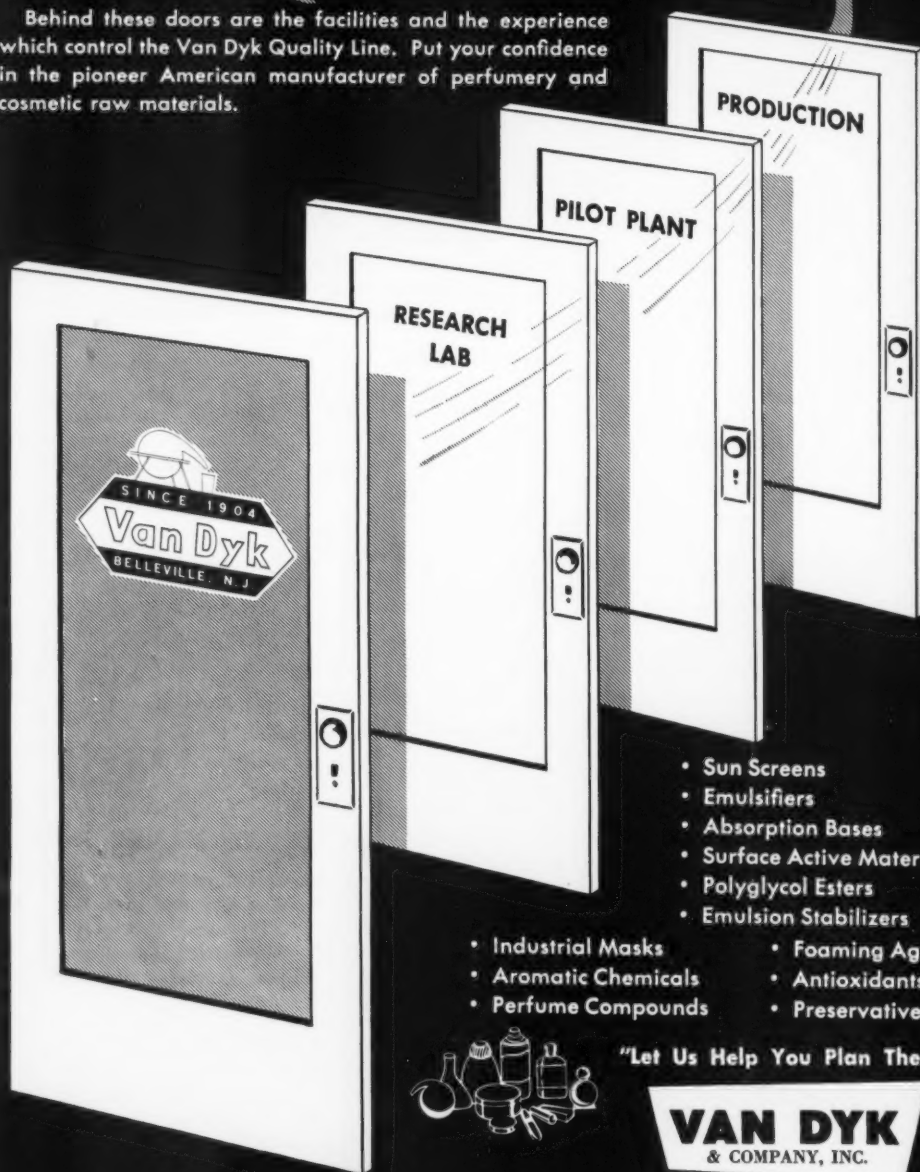
### 1158: Hair Conditioner

Q. We are trying to gather some information with regards to the manufacture of a hair conditioner that would contain silicones and protein. Would you kindly give us any information you may have on these two items, and if possible, a suggested percentage that should be used in a hair conditioner. We are thinking of two types of hair conditioners; one in cream form and the other in a semi-liquid shampoo form. The shampoo will be a detergent. Will you please forward us a formulation for the use of aluminum chlorhydroxide complex which will be used in an antiperspirant. What we would like to know is the actual percentage of aluminum that will be dissolved in the water for use in an already made deodorant with G-11. C. V. S., N. Y.

A. A silicone hair conditioner is patented. As for protein hair conditioners, these usually contain hair hydrolysates in varying amounts, suitably preserved. We would guess from 2 to 5 per cent of a hair hydrolysate would be necessary to produce whatever nebulous effect one expects from them. We suggest that you write to the suppliers of aluminum chlorhydroxide complex for use in antiperspirant. Keep in mind that the aluminum salt might throw the G-11 out of solution unless a high concentration of alcohol is maintained. The aluminum salt in question is hydro-alcohol soluble. Suppliers names go to you separately.

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# The Properties of Stearic Acid

Physical chemical properties . . . Explanation for the wide use of the 55 per cent palmitic—45 per cent stearic acid proportions normally in commercial stearic acid

C. C. TILLOTSON\*



IT is well known that the most widely used stearic acid of commerce is not pure stearic acid. It is a mixture consisting of approximately 55 per cent palmitic acid and 45 per cent stearic acid. Also, it contains other fatty acids primarily oleic, linoleic and myristic in amounts varying with the grade and manufacturing method used. This ratio of palmitic to stearic acid was not originally arrived at through experimentation and selection but was provided by nature in tallow and used because the early methods of manufacturing resulted in this particular combination of fatty acids.

A typical composition of fatty acids found in tallow is:

Myristic .....	2.0%
Palmitic .....	28.0
Stearic .....	21.0
Oleic .....	45.0
Linoleic .....	4.0

Grease is also a source of commercial stearic acid. However, it contains a greater proportion of palmitic to stearic acid than tallow and also contains a somewhat higher percentage of oleic and linoleic acids.

For clarity of definition, the term "commercial stearic acid" will be used when referring to the combination of approximately 55/45 palmitic to stearic acid. The term

"stearic acid" then will mean the saturated fatty acid,  $C_{17}H_{35}COOH$ .

Before discussing some of the physical chemical properties of stearic acid and their importance in cosmetic formulations, it would be well to consider briefly the methods of manufacture for the various types of stearic acid available.

1. *Fat Splitting.* All oils and fats used to manufacture fatty acids first go through a saponification or fat-splitting process which may be done by either of two methods—one a batch, the other a continuous process. The batch method is the well-known Twitchell process. The continuous method employs a hydrolyzer and is carried out at high temperature under pressure. Each method results in converting the glycerides into corresponding fatty acids and glycerin.

2. *Separation.* After saponification or fat splitting, the fatty acids are separated from the glycerin and purified to obtain the desired fatty acids by one or more of the following processes:

(a) *Pan and Press.* This method is normally used with fatty acid mixtures obtained from tallow and grease. The higher molecular weight saturated fatty acids, i.e., stearic and palmitic, will solidify leaving the unsaturated and the lower molecular weight fatty acids (oleic, linoleic, and myristic) in the liquid phase. The particular combination of 55/45 palmitic to stearic acid gives a large-size crystal structure which upon chilling permits the most complete separation of the liquid

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and solid fatty acids during the pressing operation. Briefly, this consists of chilling the mixture of fatty acids obtained after saponification to about 36-40° F. The solid cakes obtained upon crystallization are then pressed to remove a large portion of the liquid fatty acids. To remove the remaining liquid fatty acids entrained during cold pressing, the pressed cakes are remelted, allowed to crystallize, and repressed in a hot pressing operation at about 100° F. The number of pressings or amount of time in the hot press is the basis for the terminology single, double, and triple pressed grades of commercial stearic acid.

(b) *Solvent Crystallization.* This consists simply of fractional crystallization of solid fatty acids from a solvent solution. It may be carried out over a successive number of crystallizations depending upon the degree of purity desired in the final product. This method produces stearic acid with the approximate 55/45 ratio of palmitic to stearic when tallow fatty acids are used. However, different ratios may be obtained depending upon the mixture of palmitic-stearic acids present in the original fatty acid after fat splitting.

(c) *Fractional Distillation.* The fatty acids obtained after fat splitting may be separated into fatty acids of different chain lengths by fractional distillation. This process does not separate saturated from unsaturated fatty acids of the same chain length. For example, lauric has the same chain length as stearic and both will distill at the same temperature. Therefore, to obtain pure saturated fatty acids it is important to separate the saturated from the unsaturated fatty acids by either solvent crystallization or pressing before fractional distillation.

Hydrogenation permits the conversion of *unsaturated* fatty acids to the corresponding *saturated* fatty acids. By a combination of hydrogenation and fractional distillation nearly pure saturated fatty acids can be obtained. In addition, a fatty acid with a very high stearic acid content can be obtained by hydrogenation of oils such as soybean oil which contains a high percentage of  $C_{18}$  unsaturated fatty acids, i.e., oleic, linoleic, and linolenic.

As mentioned earlier, the major commercial stearic acid is one with a ratio of approximately 55 per cent palmitic and 45 per cent stearic acid. Depending upon the method of manufacture and quality desired, it will contain 90-98 per cent of the mixture of palmitic-stearic acids and up to 10 per cent oleic and myristic acids. The grades most frequently used for cosmetics are double or triple pressed stearic acid. Single pressed stearic acid with its relatively higher proportion of unsaturated fatty acids is unsuited for most cosmetic formulations.

Among the foremost users of commercial stearic acid are the cosmetic manufacturers who have found that it best fits the requirements of the cosmetic products possibly because of its unique crystallization behavior. It provides the finished physical properties and performance characteristics which are difficult, if not impractical, to duplicate by other combinations of fatty acids.

In the cosmetic field, uniformity of finished product characteristics is extremely important. Deviation in crystalline structure can mean variations in appearance, body, texture, etc., of cosmetic creams and pastes.

What are the reasons? There are so many factors in-

involved it would be impossible to cover every detail that might be of interest within the limited scope of this review. With this in mind, a number of factors that are of basic interest have been selected. Perhaps a study of some of the physical chemical properties will help us understand them better and thus assist in pointing the way to obtain the desired properties in formulating cosmetic preparations.

#### Crystal Structure and Melting Point

Commercial stearic acid has a well-defined crystalline structure. There is some evidence that this is due to the formation of an intermolecular compound of 1:1 palmitic-stearic acid in the composition range of typical commercial stearic acid. This crystalline structure is related to certain performance characteristics, such as melting point, shrinkage, hardness, toughness, and texture. Palmitic-stearic proportions outside this range will give different, perhaps inferior, crystalline structure, melting point, texture, etc., in the cosmetic preparations.

To illustrate this phenomenon, let us examine the typical liquidus (melting point) curve for the binary system palmitic-stearic acid (1). See Fig. 1, "Mol per cent Stearic Acid vs. Melting Point."

From this curve, it is seen that as the proportion of stearic acid in palmitic is increased up to about 30 mol per cent the melting point is lowered from 62.9° C. to

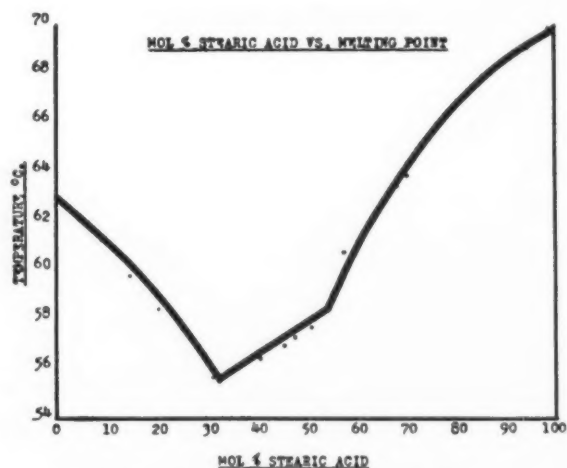


Fig. 1.—Mol % stearic acid vs. melting point.

about 55° C. This is the point of lowest melting for any mixture of these two fatty acids and is ordinarily referred to as the eutectic. As the stearic acid proportion is increased to about 50 mol per cent, the melting point gradually rises to about 58° C.

Commercial stearic acid containing 55 per cent palmitic-45 per cent stearic (weight basis) falls in this section of the curve. On a mol basis this is equivalent to about 57.5 per cent palmitic-42.5 per cent stearic as there is only about 10 per cent difference in molecular weight between these two fatty acids.

As the proportion of stearic acid is increased from 50 to 100 mol per cent, the melting point increases sharply to 69.9° C.

From this curve it is apparent that mixtures in the range of approximately 70 per cent palmitic-30 per

cent stearic acid to 50 per cent palmitic—50 per cent stearic (mol per cent) have properties different from those of mixtures containing higher or lower percentages.

Other physical-chemical measurements are of interest and serve to support the evidence obtained from the melting-point curves.

#### Size of Crystals

Pure palmitic and stearic acids have comparatively large-sized crystals. Under a given set of conditions, crystals of palmitic acid are larger than those of stearic acid. The relationship between crystal size of mixtures containing various proportions of palmitic and stearic acid is shown in Fig. 2, "Weight Per Cent Stearic Acid vs. Crystal Size." Crystal sizes are given qualitatively as they were not determined by actual measurement.

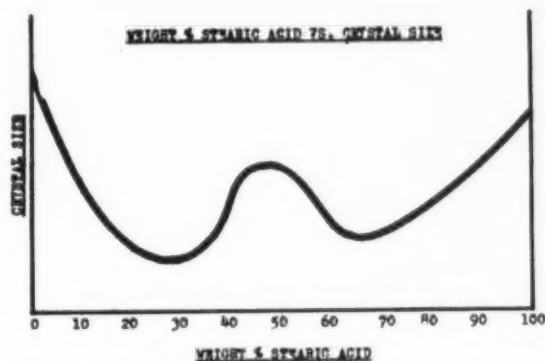


Fig. 2.—Weight % stearic acid vs. crystal size.

As the proportion of stearic acid in palmitic is increased from 0 to about 30 per cent (weight) the crystal size becomes smaller. At the eutectic they are so small they appear amorphous or noncrystalline to the unaided eye.

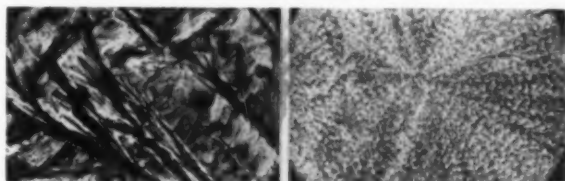


Fig. 3.—100% palmitic. Fig. 4.—70% palmitic-30% stearic.

As the proportion of stearic acid increases beyond 30 per cent the crystal size becomes larger and reaches a maximum in mixtures containing palmitic-stearic acid in the range found in commercial stearic acid. Then, as the proportion of stearic acid further increases, crystal size becomes smaller until it appears amorphous to the unaided eye again at about 65 per cent stearic acid. From that point on the crystal size increases to another maximum at 100 per cent stearic acid.

To illustrate more clearly the relative differences in crystal sizes obtained, photomicrographs of relatively pure palmitic and stearic acid and various blends were made as follows:

Composition (Weight %):

100% Palmitic ..... See Figure 3

70% Palmitic—30% Stearic ..... See Figure 4  
55% Palmitic—45% Stearic ..... See Figure 5  
50% Palmitic—50% Stearic ..... See Figure 6  
35% Palmitic—65% Stearic ..... See Figure 7  
20% Palmitic—80% Stearic ..... See Figure 8  
100% Stearic ..... See Figure 9  
Commercial triple pressed stearic acid representing 55% palmitic acid—45% stearic mixture ..... See Figure 10

These photomicrographs were made at 50 diameters. They clearly show the very fine crystalline appearance of the eutectic mixture and the large crystals obtained

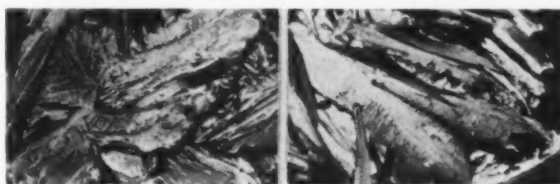


Fig. 5.—55% palmitic-45% stearic.

Fig. 6.—50% palmitic-50% stearic.

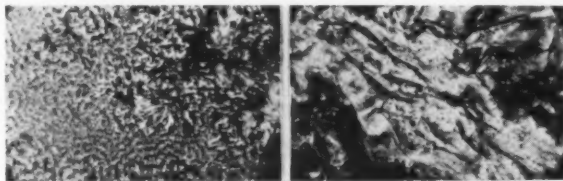


Fig. 7.—35% palmitic-65% stearic.

Fig. 8.—20% palmitic-80% stearic.

with the normally occurring blend of 55 per cent palmitic-45 per cent stearic acid. Also, they show the small crystal size representing the other dip in the curve at about 65 per cent stearic acid.

#### Specific Volume

Another interesting physical chemical phenomenon of mixture of palmitic and stearic acids is the relationship of specific volume and composition. Dilatometric studies have shown that there is an increase in specific volume as the proportion of stearic acid in palmitic is increased up to a point, then reduction to a minimum specific volume at about the proportion contained in commercial stearic acid. As the stearic acid proportion increases beyond 45 per cent, specific volume again increases to a maximum at about 75 per cent stearic acid at which point it decreases to another minimum at 100 per cent stearic acid. Fig. 11, "Mol per cent Stearic Acid vs. Specific Volume of Solid," is a graphical representation of this relationship. Although the points determined are irregular, possibly due to vacuoles, the evidence is strong for the following theory.

Pure palmitic and pure stearic acids crystallize neatly in lattices with carboxyls in a plane and methyl groups in a plane. If a little of one acid is added to the other, the structural configuration is not so neat. This results in voids at the ends of the chains probably around the methyl groups where crystalline forces are weakest. If the crystal form, i.e., the crystal phase, is unchanged, specific volume measurements should be an indication of the presence of voids in the crystal lattice.

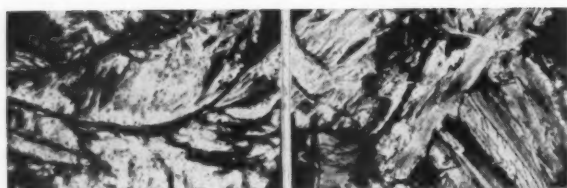


Fig. 9.—100% stearic.

Fig. 10.—Commercial triple pressed stearic acid.

Thus, in Fig. 11, the minimum in specific volume occurs in the range of commercial stearic acid. At this point, where the palmitic and stearic acids are present in about equal molar proportion and the opportunity for selective pairing is greatest, the end groups again fit together so there is a maximum in degree of fitting of chains into the crystal lattice. This results in less voids and lower specific volume.

Specific volume, then, is another basic factor which shows that there is a difference between commercial

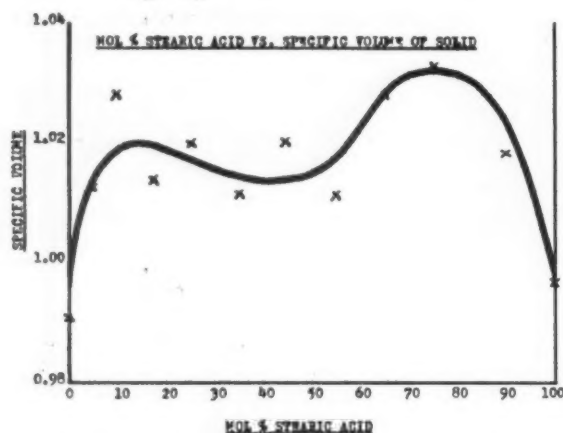


Fig. 11. Mol % stearic acid vs. specific volume of solid.

stearic acid and combinations containing significantly higher or lower proportions of stearic in palmitic acid.

#### Solubility

The solubilities of binary mixtures of fatty acids correlate well with melting points. With a mixture of palmitic and stearic, maximum solubility occurs at about 70 per cent palmitic-30 per cent stearic, which is the minimum melting point or eutectic. The solubilities of all mixtures of palmitic-stearic acids are in relation to their melting points. Also, the solubility curves of many of the derivatives of high molecular weight fatty acids in any specific solvent are qualitatively similar (2).

The solubility of various mixtures of fatty acids in different solvents varies considerably. It depends on the temperature, the proportions of fatty acids present, the structure of the molecules, presence of groups capable of hydrogen bonding or dipole attraction, and the number and position of such groups (1).

From this it is obvious that the determination and prediction of solubilities of the components in some of the complex cosmetic formulations are extremely complicated.

Further understanding of crystallization behavior of

mixtures of fatty acids is obtained from x-ray diffraction studies.

#### X-Ray Diffraction Patterns

X-ray diffraction patterns provide the only positive means of identification of crystal form, i.e., the phase, of a solid material. Since most of the physical properties of substances vary in accordance with their crystal form, x-ray studies are of fundamental importance.

Investigations have shown that each mixture of fatty acids gives a single long spacing value and the sharpness of the lines is comparable to those observed for pure acids. Thus, for any composition a definite spacing is obtained which is characteristic for that particular mixture (2). This is considered to be good evidence that a single solid solution is formed in such mixtures. Long spacing measurements can be used to determine if a particular combination is a mechanical mixture of dissimilar crystals, a solid solution, or both (1).

Although a single crystalline form is obtained from melt (no solvent present), study of solvent crystallized fatty acids and their mixtures reveals the possibility of several polymorphic modifications, only one of which, that obtained from melt, is stable. Fatty acids exist in at least three polymorphic forms, each of which has different long crystal spacing and, therefore, fundamentally different crystal cells. For identification purposes, the different forms are C, B, and A and all three are known for palmitic and stearic acids, but C is the only truly stable form. The particular modifications in a given system depend upon the composition, the previous treatment, and the environment present at time of examination. The C or stable form of palmitic or stearic acids is obtained from melt or by slow crystallization from some solvents, acetic acid for example. The B form is obtained by crystallization from benzene at intermediate temperature (80° F. for stearic and 60° F. for palmitic). Higher temperatures are apt to give C, lower temperatures A and C. Storage of metastable forms near the melting points effects transformation to C.

Commercial stearic acid does not show the polymorphism exhibited by its components. For example, from melt, acetic acid and benzene, triple pressed stearic acid crystallizes in a single difficultly identifiable form probably of C type. This again illustrates the basic difference in behavior of commercial stearic acid as compared to combinations containing other ratios of palmitic to stearic.

Knowledge of the crystal behavior of commercial stearic acid and other combinations of palmitic and stearic acid alone and in various cosmetic formulations has a practical significance to cosmetic chemists. From this type of information, basic facts about specific formulations can be learned. For example, variations in product appearance, consistency, etc., can be studied and a more scientific basis realized for manufacturing control. This could be particularly useful in determining the permissible latitude in operating conditions to meet finished product standards.

#### Conclusions

The explanation for the generally wide use of the 55 per cent palmitic-45 per cent stearic acid proportions occurring normally in commercial stearic acid may

have its basis in the phenomena just discussed. Consider the combination of properties provided:

1. Melting point is at a relatively flat part of the curve.
2. Relatively larger crystals are obtained than with mixtures containing smaller or larger palmitic/stearic acid proportions.
3. Specific volume is at a minimum.
4. Molar proportions are approximately equal.
5. Solubility is near the maximum value obtained at the eutectic.
6. X-ray diffraction pattern indicates presence of a single form—the stable C type of the pure components.

There are many problems in the development of cosmetic formulations. Questions on the physical characteristics, performance properties, and consumer acceptance of a particular product are complicated by factors outside those mentioned in this review, such as odor, color, pearlescence, shrinkage, hardness, toughness, and texture. In many cases, practical experience in formulations and manufacturing conditions has been the major basis for the development of satisfactory products. Basic physical chemical data of such complex mixtures are not available as they must be developed for each formulation.

However, more basic data on the physical chemical characteristics of cosmetic formulations should be considered a practical matter in their development. Such knowledge is useful in arriving at a scientific basis for satisfactory formulations and in determining the latitude in formulation and manufacturing conditions to obtain the desired uniformity of quality in the final products.

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### How Much Money for Profits?

**H**OW much money can a man take out of his business without ruining the business? How much can stockholders take out?

A wealthy manufacturer once said that if a business is treated right, the profits will provide the funds necessary for necessary expansion. He had a theory that a business ought not to expand faster than it could make profits to pay for expansion. Expansion on borrowed money was dangerous, he asserted.

This principle is not completely true. Too many successful examples of a different procedure are on record, but there is some merit in the idea.

Of the reasons given for business failures, one of the commonest is "lack of sufficient capital." Often lack of capital, however, is merely another name for owner's greediness. Money is made but it is spent faster. The business cannot keep up with the personal ambitions of the owner or stockholders.

Most successful business men, particularly those who continue successful, learn to view their corporation as something apart from themselves. It is bigger than they. It has a life of its own. It must be fed, groomed and

sheltered from storms. If decently treated it may go on indefinitely; if starved and abused it will die within a decade.—*William Feather.*

### Challenge for Direct Selling

**I**F direct selling is to maintain and strengthen its public respect and support, all factors in the industry must assume the moral responsibility of striving for high ethical practices and in combating bad practices. Failure on the part of even a small minority to adhere to the properties of field selling brings the *method* of selling into disrepute and invites retribution. I am sure that you share by conviction that keeping this minority, whose practices discredit direct selling, to the irreducible minimum is an obligation which all in direct selling must jointly assume. It requires the unceasing and uncompromising efforts of all so that the public will know from its own first hand experience, that it can do business with the man who sells door to door with full confidence of getting fair and honorable treatment.

It appears to be the general opinion of competent observers that in the near future sales executives will be called upon to assume greater responsibility than ever before. Not long ago, *Fortune* magazine predicted that, when our defense production tapers off, it will be necessary to raise the American standard of living by 30% if this nation is to maintain its present rate of production and employment. The only way to raise the standard of living is through a wider distribution of more of the necessities and good things of life to the public. It will be the responsibility of house to house companies to assist in selling these goods to the public but the public will not heed the sales message unless it has confidence in the company's integrity. The responsibility of direct selling companies to conduct their activities along ethical lines, therefore, becomes not only a matter of enlightened self-interest but a matter of national significance.—*Kenneth Wilson, president of National Better Business Bureau.*

### Cosmetic Excise Tax Collections

**C**OSMETIC excise tax collections in 1953 and 1954, and through January 1955 are given in the following table:

	1955	1954	1953
January	\$3,643,000	\$ 8,147,000	\$13,123,480
February	17,384,000	29,489,000	13,859,961
March	2,548,000	1,957,000	7,805,077
April	1,423,000	6,503,000	9,236,101
May	13,278,000	20,733,000	9,286,470
June		-1,662,000*	8,876,000
July		4,323,000	9,996,000
August		582,000	5,964,000
September		201,000	370,000
October			8,204,000
November		11,177,000	19,912,000
December		241,000	536,000

*It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.*

\*Negative amounts in monthly totals are due to revisions of amounts for earlier months.

## Two "Economy Crusades"

A CERTAIN COMPANY which for several years had enjoyed good business and paid good dividends struck hard going. Its backlog of orders fell off sharply and its profits began to shrink alarmingly.

The president called his official family together and outlined a drastic economy program. Every item of expense was to be "double challenged," to use the president's term.

Anyone who could be dispensed with was to be let out. No one was to be added to the pay roll without his personal approval. If any stenographers or clerical workers left, they were not to be replaced.

Travel, entertaining, long distance phone calls and telegrams were to be frowned upon. Even the postage account was to come in for unsympathetic scrutiny.

The whole organization was to be enlisted in an Economy Crusade. Its slogan: *Save dollars! Save dimes! Save even pennies!*

Everybody began running around in worried circles, turning off lights to save electricity, saving sheets of paper, using lead pencils down to stubs, and asking anxiously, "How else can we save money?"

The morale of the organization broke down. Everybody was so worried about economy that they practically stopped even thinking about getting more business. Nobody dared spend money on promotion plans or for new machinery or equipment or services for fear the expenditure would not pay off overnight.

That business is in a bad way today.

\* \* \*

In a somewhat similar situation, at about the same time, the president of another company tackled the problem in this fashion:

Taking one department at a time, over a short period, he met with the department head and his chief lieutenants and said something like this to each group: "We are in a rather tough competitive situation. Our backlog of orders is uncomfortably low. We haven't earned our dividend the past two quarters. But we mustn't let our growth program lag; and we must not let anything undermine the long-range security of our company, or the confidence of our people."

"We can weather the next two or three years and come through stronger if we use this period to tighten up our budgets and devote our funds to those plans and projects calculated to contribute directly and immediately to the building of sales and reduction of operating costs."

"I am *not* proposing an 'economy drive,' but a progress program based on measuring every dollar of expenditure against three test questions:

"One: Is this expenditure likely to produce more business for our company, more quickly and surely, than the same amount of money spent any other way?"

"Two: Does this expenditure give almost certain promise of resulting in sufficient production or operating improvement or economy to warrant the investment?"

"Three: Could we possibly work out a plan or method for getting the same result with an expenditure half or two-thirds as large?"

This business not only weathered the rough going at the time, but speedily gained on its competition and

is today in the soundest position in its history.

The organization had responded to the constructive psychology of this president's "progress program."—*Reprinted by courtesy of Rogers, Slade & Hill, New York, consultants on management problems, from Management Briefs.*

## To Sell Profitably by Mail

IF you want to sell by mail profitably, the following suggestions by W. N. Schultz, a mail order consultant, may be helpful; for they epitomize years of experience in that work.

1. Believe with all your heart that your customers are always and unquestionably right.

2. Acknowledge all orders by first-class mail the day they're received.

3. Sell only products which help customers make their lives finer and more pleasant.

4. Treat your customers as you wish to be treated—favorably and with respect.

5. Attempt to fill all orders the day they're received. If you can't, tell your customer about the delay, honestly and frankly.

6. Always spell your customer's name correctly. Remember his name is terrifically important to him—and it should be to you, too.

7. Immediately replace any defective or damaged product received by your customer. And send the replacement special delivery.

8. Refund money immediately to a complaining customer in a cheerful, quibble-free manner—by air mail always.

9. Remember that every mail order shopper is unquestionably honest until proven otherwise.

10. Remember always that the way you conduct your mail order or direct mail business reflects on the entire mail order industry.

Quiet people aren't the only ones who don't say much.—*The Item.*



"So far today I've developed a new skin lotion, an excellent lemon flavor synthetic and it's not even two thirty!"

# Advantages of a Sales Agency



Sales agencies may be employed to handle special outlets such as supermarkets or neglected territories. . . . Small or new concerns may relieve themselves of the entire sales burden. . . . Commission or set-fee basis

**C**OSMETIC manufacturers, who once looked askance at manufacturers' representatives, better known as sales agencies, are giving new consideration to this selling operation.

The sales agency is a service business. It handles the output of two or more manufacturers whose products are not directly competitive. The agency is in business for itself, takes orders on a commission or set-fee basis and usually it sells in a given or limited territory for which it has exclusive rights to the products it sells. The modern sales agency is not just an order writing organization; it maintains intimate liaison between itself and its client manufacturers.

Many companies which have their own sales forces for regular channels of distribution are taking on sales agencies to handle other sales outlets such as supermarkets and to reach neglected territories not covered by their own sales staffs.

These advantages are claimed for sales agencies:

1. With a sales agency a manufacturer may pre-determine his selling expenses and more easily control costs. When a company hires its own sales force, the cost of soliciting and selling customers will vary with the volume of business. The employment of a sales agency can help to stabilize this cost.

2. There is little or no cost until sales are forthcoming. No substantial investment in salesmen is required

prior to obtaining a volume of trade. High salaries and traveling expenses are completely eliminated as the sales agency operates on a commission basis.

3. The sales agency offers economies. Thus when a manufacturer sells a market of limited potential value or produces a narrow line the revenue from a limited volume of sales may not offset the cost of an internal sales force. The use of a sales agency spreads the cost among several other client manufacturers.

4. A sales agency as it handles several lines, usually provides a more extensive coverage of a territory than an internal sales force; and so may be able to obtain a profitable volume in a small territory.

5. A sales agency frequently has superior accessibility to the buyer. Handling several companies lines is likely to give the sales agency a steady reception by the buyer; and it may also assure a more amiable hearing on a new line or product.

6. The manufacturer is relieved of the responsibility of recruiting and training a sales force. He also gets the benefit of having a "sales office" in various territories.

7. Since its remuneration is solely dependent on volume of sales the sales agency is usually very alert.

8. Immediate entry into a market may be forthcoming when an established sales agency is appointed to handle a line; for the manufacturer is tapping established sales channels with a definite clientele and relatively permanent customers.

## Selling to the Negro Market

**G**OOD quality products, a well integrated promotional campaign, and highly competent Negro personnel are the three essentials to successful selling to the Negro market, according to Dr. Paul K. Edwards of Rutgers University.

Comparing the Negro market of 1955 with that which existed 25 years ago, Dr. Edwards noted that broader employment acceptance for Negroes has led to greater economic stability and increased purchasing power for the group. He acknowledged that a specialized Negro market exists, despite the fact that "the Negro is as American as corn on the cob," and attributed this condition to "a long history of discrimination, segregation and restrictions on occupation."

In stressing the desirability of employing Negro advertising, research, sales and promotional personnel, Dr. Edwards at the same time warned against the fallacy of assuming that "just because a man is a Negro he knows everything about the Negro market." Competent, well-trained personnel is needed, he emphasized, to create the kind of promotional campaign which will influence this specialized group just as it is required to sell any other market successfully.

Observing that "greater purchasing power brings about greater respect," Dr. Edwards pointed out that in general the Negro is received more warmly in retail stores than he was 25 years ago and that increased efforts are being made by competitive brand name manufacturers to seek his business. "The selling job today," he added, "is thus made more difficult, but the rewards of a successful effort are far greater in this field than they ever have been."

"Greater finesse is called for in approaching this market than in appealing to any non-specialized markets. Advertisements must be better, personnel must be more competent and market research must be more thorough, with as much emphasis placed upon weaknesses as upon strengths of the potential market."

## The Next Package Revolution

**T**HE scene of the next big revolution in packages is likely to be the warehouse and the storeroom. Already a number of manufacturers, looking into the future, are revising their shipping cases.

The supermarket, which set the key for many package changes, is again responsible for the new look at and of containers. Many operators feel that although there is never an end to creative economy on the selling floor, the era of big economies out front is pretty well over. They have gone so far in mechanizing the sales operation that future changes are not likely to be startling. While they are still experimenting with store design most of what they are doing is in the nature of tinkering rather than sweeping changes.

Some of the most important recent changes have happened "out back." The modern supermarket warehouse has become mechanized and systemized far beyond the dreams of the old-time grocery operator. Conveyor system, lift trucks, automatic controls, even occasional walkie-talkies have altered the handling of materials greatly.

There is one spot, however, where the operator is

more or less at the mercy of the manufacturer. That is in the planning of the shipping case.

In warehousing you talk of economies on the basis of square footage. If there is not standardization of shipping case sizes there is bound to be a waste of from 5 to as much as 25 or 30% in the utilization of warehouse footage. Also, if slow turnover items are packed too many units to a case, there is not only storage of partly emptied cases but also excess back-and-forth handling of products from these cases.

These and many other problems occupy the minds of the super operators today. Smart manufacturers are studying them just as deeply as the operators. To the fight for shelf space out front has been added the fight for warehouse space. The supermarket is bound to benefit. The advertiser will benefit as he cooperates with the operator.

This is not a problem for makers of grocery products only. In any field where warehousing is important the size of the shipping package becomes a factor. If there is any standardization of shelf sizes in a warehouse the off-size container means waste.

A material handling expert told me recently that one reason why there is not more standardization of shelf sizes is because there are so many off-sized packages. He added, ruefully, one reason why there are so many off-sized packages is that there is no standardization of shelving.

So, you see why the next big package revolution probably will take place in the warehouse.—C. B. Larrabee, *Copyright Printers' Ink*, 1955.

## Protection of Established Trade

**T**HE established man in business has a 70% advantage over the newcomer. Voters, customers and followers of theatrical stars don't easily change their allegiance. Our whole commercial structure rests on that single fact, says Kenneth M. Goode.

Six, seven or eight people out of every ten—sixty, seventy or eighty people out of every hundred—600,000, 700,000, 800,000 people out of every million—will, other things equal, stick faithfully to their business friends. And to their favorite brands of goods, adds Mr. Goode.

"This," he continues, "is the protection of established trade. It is the hazard a newcomer must overcome."

When any business adds new customers it adds to its permanent assets as surely as though it deposited cash in its bank account. Those customers will pay interest and dividends just like a savings account or a bond and the chances are seven to ten that they'll keep on paying for many years.

What do you do with your best customer? Do you antagonize him? Ignore him? Irritate him with pin pricks? Or do you cultivate his good will, shower him with the most helpful attention of which you are capable and try to make it possible and natural for him to become a still larger buyer of your goods?—James Sinclair.

Everything is impossible until it is done.—Will Durant.

# The Epidermis of Animals

Hair growth, changes in the epidermis, fluid content, and metabolism of the skin are closely correlated in the rat . . . Are conditions comparable to this in the human? . . . Experiments which may be of value to the cosmetic chemist

EARL O. BUTCHER, Ph. D.\*



**T**HE SKIN OF most laboratory animals is devoid of sweat glands and provides no opportunity for making studies on the control of perspiration. The hair coat has a cyclic growth during which time the hair grows actively for a period and then rests for an interval. The cycle in the rat (1) lasts 34 days equally divided into resting and growing periods. Further studies have shown that the metabolism of the skin (2) is low during the resting period (0.92 cmm. O<sub>2</sub> mg./hr.) and that it increases greatly just prior to growth (1.26 cmm. O<sub>2</sub> mg./hr.). Likewise the fluid content of the skin is 55 per cent during inactivity of the hair and then increases to 67 per cent prior to the formation of the new hair (3). This growth of hair with associated metabolic and fluid changes in the skin has provided many opportunities for learning to what extent hair growth may be affected both by factors from within the organism and from environmental conditions. In experimental work on hair growth in animals, the animals and the cyclic activity of their hair coat must be well understood to obtain reliable results.

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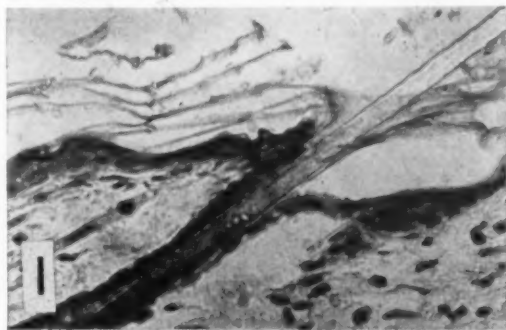


Fig. 1.—Skin of 22-day-old rat showing a single-layered germinativum, little indication of a granulosum, and a hard, brittle corneum.

Changes also occur in the epidermis. At the age of 22 days when the hair coat is resting, the stratum germinativum consists of one or two layers, there are occasional granular cells which represent the granulosum, there is no definite lucidum and the corneum consists of four or five layers of very flat cells (Fig. 1). The latter stratum is often lost in histological preparations, indicating that the layer is dry and brittle.

In the 30-day-old rat, when activity begins in the hair coat the stratum germinativum consists of several layers of cells and a very distinct granulosum is present. Even occasional lucidum cells are found. More of the corneum is retained, indicating that it is not as dry as in the 22-day-old rat (Fig. 2).

The skin of the rat provides excellent material for studying the effects of various substances on the epidermis. Just what will stimulate the skin to have an ideal condition without irritating it, causing parakeratosis, an acanthosis, or effecting it in some adverse way is the chief interest of the cosmetic chemist.

## *Histological Effects of Substances on the Epidermis*

A few years ago several substances were tested on the epidermis. Among the substances causing little or no effect was lanolin which has long been known to be

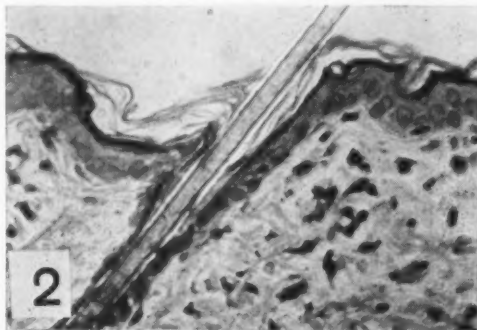


Fig. 2.—Skin of 30-day-old rat showing the many-layered germinativum, a granulosum, and a moist corneum.

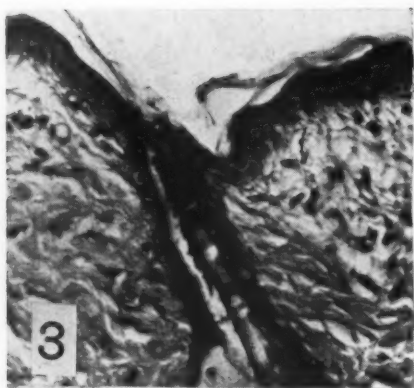


Fig. 3.—Normal skin of a 31-day-old rat.

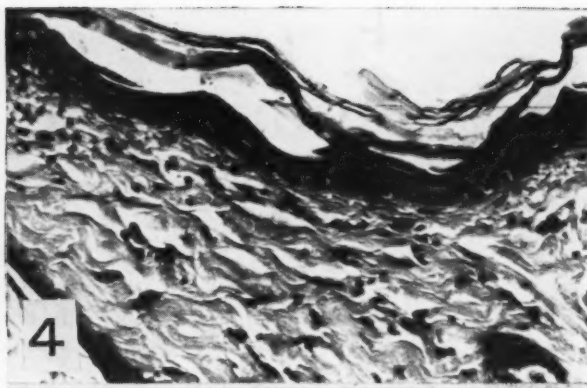


Fig. 4.—Skin of rat receiving wool fat applications (twice daily) from 21st to 31st day of life.

beneficial (Fig. 4). The skin of the treated animal often felt slightly softer and upon histological examination the epidermis was similar to the epidermis of the control animal (4).

Among the substances causing a mild effect were stearic acid, castor oil, and mineral oil. Much to my surprise, mineral oil produced a hypertrophy of the entire epidermis (Fig. 5). This hypertrophy involved the prickle cell layer, granulosum, and imperfect cornification. Perlman (5) found that mineral oil added to the diet of the rat caused hypertrophy of the gingiva of the mandibular region.

Olive oil and xylene extensively affected the entire epidermis. Following xylene applications imperfect cornification was particularly noted. The cells were swollen, loosely united with air, and fluid between them. Upon cessation of the applications the corneum was shed in great quantities.

Olive oil produced the most consistent and marked changes. Great hypertrophy took place in the prickle cell stratum and the granulosum became seven or eight layers in thickness. Parakeratosis was very marked. One might suspect that the effect of olive oil was due to free

fatty acids present in it. Accordingly, oleic acid was applied and not only did this acid affect the epidermis but it penetrated down into the hair follicles and greatly affected their epithelial lining (Fig. 6).

Ethylene glycol and propylene glycol applications caused little effect.

Oils did not cause the parakeratosis by retarding the desiccation of the cells for the wool fat would have the same effect. Where oils were administered the cells of the corneum must have been altered, permitting them to retain their fluid content. The granulosum is also affected. It is thicker, contains more granules, and mitotic figures are more frequent in it. Stimulation of the granulosum cells must have resulted from the contact of the cells with the olive oil or oleic acid which necessitates their penetration. This possibility stimulated a study on the extent of penetration of substances.

#### *The Penetration of Substances into the Skin*

Various attempts have been made to see if, and by what channels, fats and fatty acids penetrate the skin (6). In other techniques fats have been applied to the skin and the skin stained after sectioning to obtain the

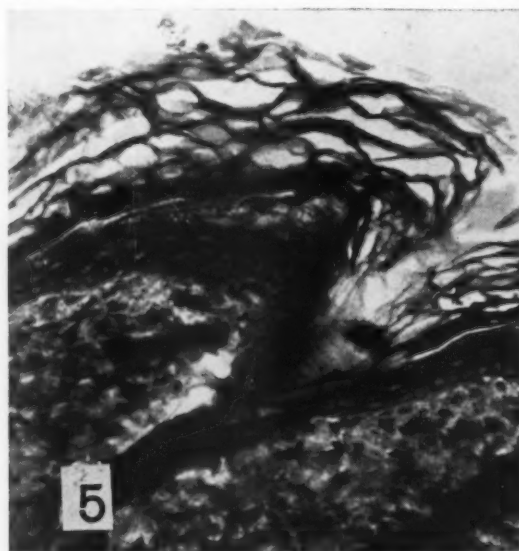


Fig. 5.—Skin to which mineral oil was applied (twice daily) from the 21st to 33rd day of life. Biopsy taken at age of 35 days.

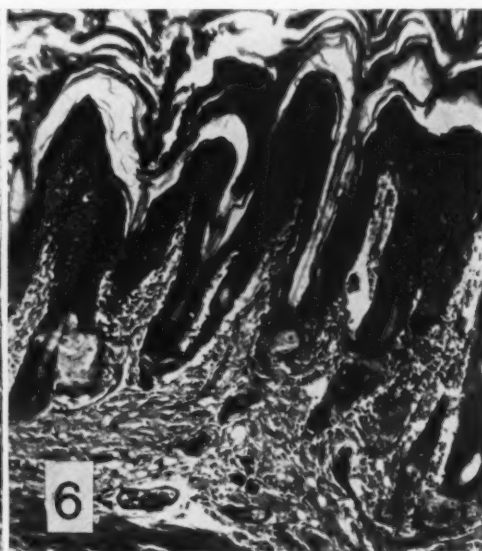


Fig. 6.—Oleic acid and applications from 21st to 27th day (twice daily) caused this effect.

location of the fat (7). In either instance, the dyes spread to adjacent tissues and no one has even been able to demonstrate fatty acid penetration or destination too clearly (8). Theoretically some lipoid substances such as cholesterol, lecithin, and the fatty acids should be able to penetrate since they are miscible to some extent in both fats and water. The penetration of fats and fatty acids was therefore studied by fluorescence. They possessed or enhanced fluorescence due to substances dissolved in them (9). Applications of the substances were made, biopsies were taken, fixed in formalin, and sections were cut on the freezing microtome.

Linoleic acid penetrates the epithelium rapidly (Fig. 7). Twenty minutes after the application sections show that linoleic acid is present in the blood vessels (Fig. 10). Cross sections of various vascular channels show that linoleic acid adheres as a thin film to their lining.

Oleic acid is also absorbed readily. Droplets of vary-

trate in the experiments of others (6, 10). Radioactive sodium has also been absorbed from fatty bases (11).

While the present experiments on penetration were quite convincing and it appeared that linoleic acid even entered the blood vessels, this observation needed confirmation. Radioactive linoleic acid was sought with the intention of following its course through the epithelium. However, such acid could not be obtained and linoleic acid was iodinated converting it into mono-iodo-stearic acid.

Applications of the iodinated material were made, biopsies were taken, and slides prepared (12). Great penetration took place into the hair follicles and sebaceous glands and some penetration through the epidermis directly (Fig. 11). The amount in the dermis seemed to depend upon the quantity applied, either by means of concentration or number of applications. The dermis acted as a barrier and restricted the depth of

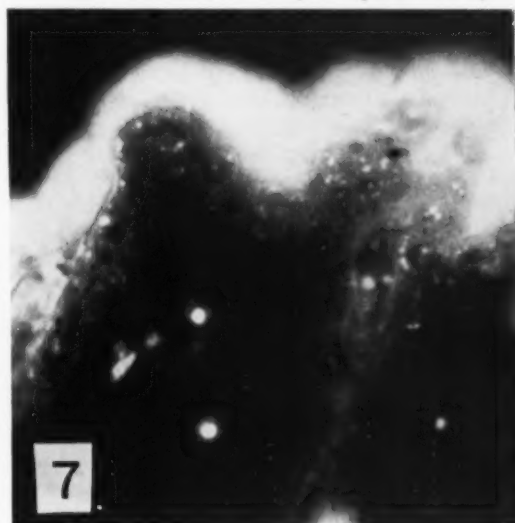


Fig. 7.—Skin treated with linoleic acid. Biopsy taken 10 minutes after application.

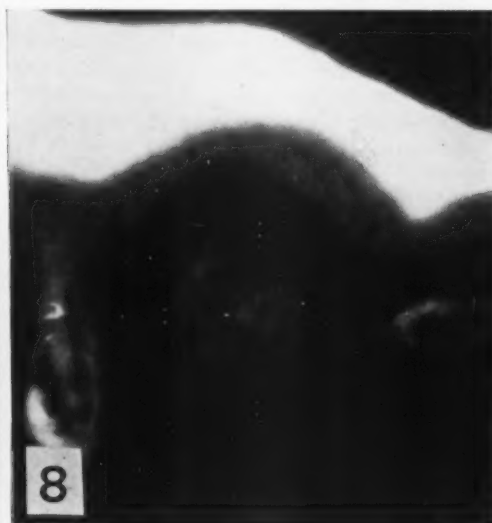


Fig. 8.—Lanolin 10 minutes after application.

ing sizes can be seen in the epidermal cell layers ten minutes after the application. Only minute amounts are ever found in the blood vessels at any time, indicating that passage into the vessels is slow, not extensive, or there is little retention in the vessels.

Lanolin (Fig. 8) and ricinoleic acid were retained mainly in the outer strata of the epidermis. If they penetrate their absorption must be very slow or in small amounts since they cannot be detected by fluorescence.

The path of penetration of substances through the skin has been thought to be *via* the hair follicles. Since the linoleic acid is found in the horizontal plexus of vessels under the epithelium before it is found in vessels around the sebaceous glands, a great amount must pass directly through the epidermis.

The linoleic acid must affect the epithelial cells and decrease their protective properties since after several applications the acid seems to penetrate faster and in greater quantities. The penetrating fatty acids probably induce growth and repair of the epithelium as does any other injury.

The fact that lanolin was retained by the superficial strata of the epidermis and did not penetrate more deeply is surprising. However, lanolin did not pene-

trate. Several days after the last application, the material in the dermis had diffused and much of the epidermis had shed, the shedding cells carrying with them the radioactive material. There was no evidence that the iodinated material had passed in any quantity into the blood vessels. Iodination of the linoleic acid molecule probably prevented such passage.

The effect of the radioactive material on the N. B. T. plates was so diffuse that one could not determine whether the material passed through or between the cells of the epidermis. Likewise the exact depth of penetration could not be determined. This was disappointing and a better method needs to be devised.

Throughout these penetration studies, it was noted that many of the fatty acids were much more effective at a certain time in the hair cycle. For instance, when the hair coat is resting, there is much penetration, and as the time of growth is approached, applications of the fatty acids are less irritating. This led to a study of the skin and the causes of these different effects.

#### Fluid Passage Through the Skin

Since the application of fatty acids was more irritat-

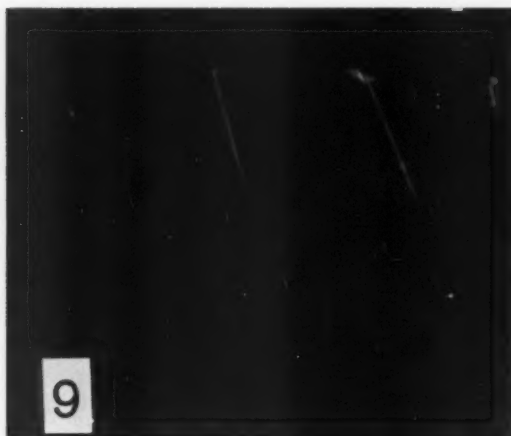


Fig. 9.—Normal skin of rat.

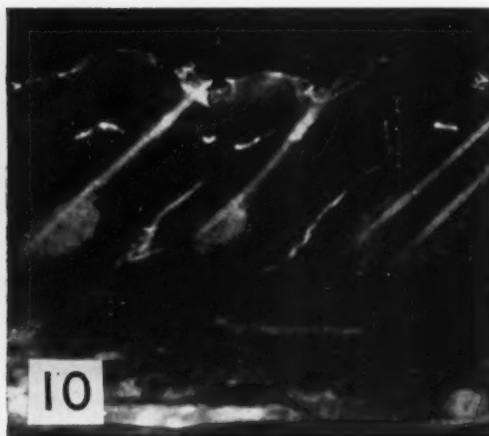


Fig. 10.—Biopsy of skin 20 minutes after application of linoleic acid.

ing at some intervals than others, the fluid condition of the epidermis was suspected as making these effects possible. One means of investigating the fluid aspect was to determine the fluid passage through the epidermis.

For determining fluid loss, skin of different aged animals was stretched across diffusion chambers (13) containing 10 cc. normal saline. The chambers were inverted and left on a screen in an oven maintained at 35°C. and at a humidity of 28-32 per cent. The fluid loss through the skin of rats 22 days old averaged 1.302 mg./sq. cm. for the first hour. The loss gradually increased and by the 29th day of life the average loss per square centimeter was 2.922 mg. for the first hour.

Fluid loss through the epidermis is therefore least when the epidermis is thinnest, there is no distinct granulosum and the corneum is dry, hard, and brittle. There is less fluid in the skin as shown by a previous investigation (3) and more is evaporated than is supplied by the underlying tissues. This tends to dry out the corneum which aids in retarding and reducing the fluid loss. In the 30-day-old rat the epidermis is thicker, and a distinct granulosum is present. At this age the fluid content of the skin is greater. The ratio of the

fluid supplied the epidermis by the underlying tissues in respect to evaporation is greater than in a 22-day-old rat and thus a moist corneum exists.

Linoleic acid was gently applied in the morning and in the evening to 22-day-old rats. On the following morning, skin was removed and placed on two diffusion chambers. The first hour the loss was 18.237 mg./sq. cm. By the 29th day of life, as shown by skin from animals of this age, the linoleic acid was less effective and the loss was only 3.239 mg./sq. cm. Thus when the corneum is dry, linoleic acid penetrates more rapidly. By this penetration the epidermis is altered and the water loss is tremendous.

#### Discussion

Hair growth, changes in the epidermis, fluid content, and metabolism of the skin are closely correlated in the rat. One may ask if we have conditions comparable to this in the human. Undoubtedly there are intervals when the metabolism of the human skin is low. The greater shedding of dry epidermal cells during the winter months is in all probability quite similar to the conditions in the low stage of the skin in the rat.

When such a low exists, then applications of many

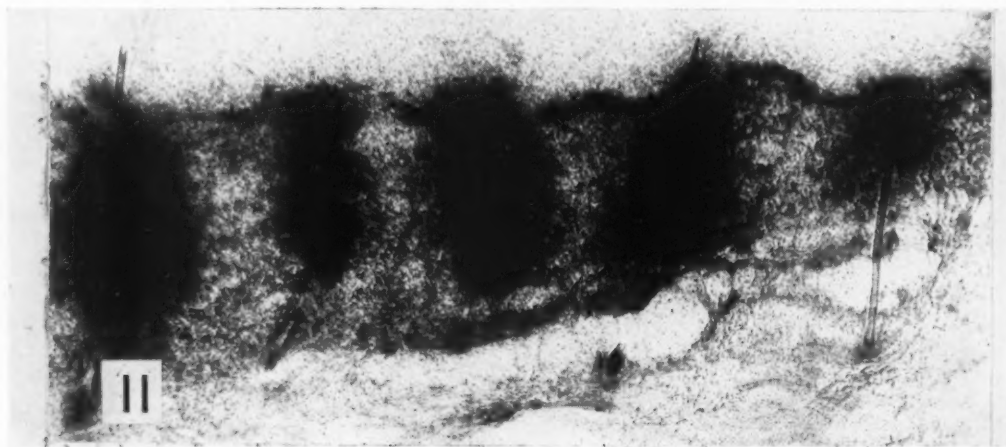


Fig. 11.—Applications of iodinated linoleic acid were applied at 9:30, 11:30, and 1:30, and four hours later the biopsy was taken.

substances may be irritative, resulting in parakeratosis and shedding of moist cellular material. If coolness does favor the formation of unsaturated acids (14), more of the latter may be found than usual during the winter months and enhance the shedding of epidermal cells.

The fact that mineral oil caused parakeratosis and was not conducive to an improvement of the skin is somewhat disappointing for mineral oil is used widely in the cosmetic industry. According to O. Brien (15), daily applications of kerosene caused parakeratotic plugs in human sweat pores.

The importance of a moist corneum has been emphasized in this review. One may ask if such a condition would not always be present in the human since the presence of sweat glands would supply much moisture to the surface while in the laboratory animals where the skin is devoid of sweat glands, this asset would be entirely lacking. Despite the presence of sweat glands and invisible perspiration in the human, I am still inclined to believe that the scalp and skin become very dry and need additional coverings to prevent water loss and thereby keep the corneum soft and moist.

A moist corneum, active granulosum, high fluid content, and high metabolism of the skin are characteristic of a good skin. In all these experiments, lanolin is the only substance which has not affected the skin adversely. Castor oil also seemed to have little effect. The other substances, in many instances, induced parakeratosis which was not due to the retardation of desiccation for wool fat, would have had the same effect.

Lanolin undoubtedly prevents the loss of moisture content from the skin. What one needs is something which when applied will not only do this but also increase the metabolism and fluid content of the skin as a whole without causing parakeratosis. The development of this substance is the challenge for the cosmetic chemist.

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Supermarket sales for 1954 were 14.7% higher than in 1953 and net profit after taxes rose from 1.21% in 1953 to 1.38% in 1954. One supermarket department is emerging into the spotlight—health and beauty aids. In 1954 it accounted for 2.62% of total sales.

## Luxury Selling Imperative

IT is absolutely essential in maintaining the present standard of living in this country that we sell luxuries, both because luxuries are the outstanding objectives in the standard of living, and because labor in this country could only be employed a little more than half time if necessities alone were manufactured.

A study of what becomes of the consumer's dollar shows a growing percentage for automobiles, radios, movies, jewelry, toilet goods, etc.—A. C. Pearson.

## Stepping Up a Business

A NEIGHBORHOOD druggist in one of the big cities, where several chains are operating, made the observation one day that it was comparatively easy to make a good living out of one store.

"But few men can operate two stores successfully," he commented. "Successful chains require at least seven stores."

The druggist's thought was that only when there are at least seven stores is there sufficient volume of business to justify proper supervision.

His principle applies to many other lines of business. For every industry there seems to be a unit for which individual ownership and management are ideally suited. Profits on the capital investment in such a unit are usually satisfactory.

In the stepping-up process troubles arise. If the business is expanded 50 per cent the volume of orders may be too large for the close supervision of a single man. Yet the volume may be insufficient to pay the salary of a high-grade assistant. The consequence, during this period, is an inferior product and poor service.

This analysis may explain why so many industries are characterized by a multitude of small plants and a few large ones. Many are competent to run the small units but lack the ability or capital to bring their plant through the ordeal that is inevitable on the way up to the large, more profitable unit.—William Feather

## Sunburn Shown to be Only Skin Deep

THE ultraviolet light in the sunshine that causes sunburn goes only skin deep, an antihistamine test reveals.

Experiments carried out by Dr. M. W. Partington of the London Hospital in England show that the ultraviolet wavelengths, responsible for the dilation of blood vessels that reddens skin, act primarily on the epidermis and not directly on the blood vessels.

Skin that was treated with a screening antihistamine acted quite the same way as skin that was untreated . . . indicating that the sunburn effect upon blood vessels is indirect rather than direct.—*American Druggist*.

For a generation or more we have been luring our best brains into business. The time is coming when those best brains must render some more positive service in the formation of a sound public opinion.—Bruce Barton.

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## Odor and Taste Repellents for Animals

TOWARD the end of August, skin divers, fishermen and channel swimmers will be one up on a traditional enemy, the man-eating shark, when a new shark-repellent will be commercially available, Chemical Week, reports. The new product is the latest development in animal repellents—a growing new field of chemical specialties designed to make deer, rodents, dogs and pigeons, as well as sharks, behave.

A cake of copper acetate, wax binder and water-soluble dye, the new shark repellent is dangled in the water, and releases, like an octopus, a blinding murk. It also kills the shark's appetite, and the swimmer can't be harmed—even if he gets some of the repellent in his mouth. Its biggest users probably will be commercial fishermen (up to three-quarters of a catch—and expensive nets—are often lost to sharks). However, immediate plans call for sale of personal cakes at \$10 for six to eight hours of continuous protection.

Although, as with sharks, it is sometimes simply a matter of expediency to use a repellent instead of something more deadly, more often it is a matter of humane treatment. The problem is to protect crops, homes, gardens or people from various animals without harming either them or the things protected.

The big consumer market is for dog and cat repellents. Odors of these repellents—most often lemongrass oil—usually drive off pets. Pet repellents generally come in two forms: a liquid to spray outdoors around gardens, shrubs and trees (but not on foliage, which the usual alcohol solvent might burn); and a powder to sprinkle indoors on furniture.

The mischief done by dogs and cats, however, is most often a nuisance rather than real trouble. More serious is damage caused by government-protected wild-life. Extensive research—resulting in more than 100 chemical repellents—has been conducted on how to save crops without hurting animals. Since deer eat crops (a favorite food of deer is young fruit trees), the repellents are made to taste bad rather than smell bad. And because they must cover a lot of area, the repellents must last longer than two or three weeks.

Animals leave treated vegetation alone after tasting it—as long as other food is available. If it comes to a question of starving, however, the deer will swallow his pride, the food, and the repellent.

Another new product has been proved effective against rabbits and other rodents. It reduced rabbit damage to seedlings 75 per cent. Also promising is the possibility of its use in protection of food packages, textiles and other such materials, in transit or storage, against rats.

Still another product is designed to keep pigeons off public buildings, according to the magazine: a combination of gelatin, glycerin and glue, it gives the birds sticky feet.

The word "free" in advertising may be used if the conditions of the offer are fully explained. If the recipient is required to buy something in order to obtain the "free" merchandise, the merchandise sold under such an offer must be offered at the ordinary price. This was decided by the Federal Trade Commission in the Cadillac Publishing Co. case.

## Synthetic Shoe Leather

FOLKS used to say "There is no substitute for shoe leather." They were right! There was no substitute for rubber, either, until rubber became expensive and rare. Then scientists learned to mix a bit of natural rubber in with a lot of synthetic rubber and do most jobs as well, or better, than before.

Good salesmen are getting expensive and rare so more and more business men are turning to "synthetic shoe-leather," or advertising, to do their doorbell ringing for them.

They are using advertising as a *marketing machine* to help a salesman produce more in an hour, just as production machinery helps the production worker make—and earn—more in an hour.

Like all good machinery, advertising is designed to produce (a sale) cheaper than the man it replaces or supplements. Advertising, used correctly, never costs money. It *saves* money. It *makes* money.—John D. Yeck.

## Idea on Selling

THE most sober thought that we can hold for the future is that for the first time in history the stability of our economy will be based primarily on our ability to sell. Probably what we need to sell is enough goods to provide a 30% better standard of living than at present. We must therefore find a perfection and efficiency in distribution that can only come out of a deeper and clearer knowledge of what moves people to buy—easier, faster, and more.

Without more basic research on people and their ways of thinking, we cannot cope with the problems that lie ahead in retailing, wholesaling, advertising, displays, transportation, and salesmanship. In the meantime, however, thoughtful sales managers could make very good use of what we already know about the psychological aspects of selling.—Ray C. Brewer.

## Four Causes of Business Failures

ONE of four causes are responsible for business failures which occur in the United States at the rate of one every fifteen minutes according to a study of Martin Zitz, of Henri, Hurst & McDonald. These are the factors that cause businesses to fail:

1. *Poor communications.* "... Plans are continually stymied because someone didn't get the word."

2. *Lack of adaptability.* "The modern factory ... cannot operate successfully with disgruntled and dissatisfied workers. Good consumer relations are equally essential ..."

3. *The know-it-all attitude.* "When you hear an executive say, 'Nobody can tell me anything about my business that I don't already know,' ... rigor mortis has already set in."

4. *Lack of inspiration.* "... The chief objective is to maintain profits by cutting back ... This is equivalent to trying to remain big and successful by subtraction."

Why you can't take it with you: It goes before you do.—Houghton Line.

have you tried

Modulan

The MODIFIED LANOLIN with new properties.

Modulan is chemically treated lanolin containing all the constituents of lanolin modified by a unique treatment to impart NEW and VALUABLE PROPERTIES.

Modulan forms clear solutions even in cold mineral oil and deposits hydrophobic, emollient films on skin and hair. These desirable protective films are waxy rather than tacky and are very pleasant to the touch.

Modulan is extremely hydrophobic—does not form greasy emulsions and is practically odorless. Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, Modulan is particularly recommended for use in creams, lotions, baby products, hair preparations, make-up, and ointments.

CLINICAL INVESTIGATIONS HAVE INDICATED THAT MODULAN IS HYPO-ALLERGENIC.



AMERICAN CHOLESTEROL PRODUCTS  
• INCORPORATED •  
MILLTOWN • • • NEW JERSEY

Write on your business letterhead for  
technical literature and suggested formulas.

## TV Cliches

Chances are . . .  
Here's exciting news . . .  
Let me repeat . . .  
Here's all you have to do . . .  
Now, for the first time . . .  
Yes . . .  
And remember . . .  
For a limited time . . .  
See your nearby dealer . . .  
Just your name and address . . .  
Doctors say . . .  
For just pennies a day . . . —*T. H. Thompson in Sales Management.*

## Patience

MANY of the world's industrial successes can be laid to two simple factors. A man succeeds because he has more patience than the rest, which means that he can work hard for years without discouragement. He succeeds because he has faith enough to foresee better times while everyone else is discouraged and in gloom. When all the go-getters and the high-pressure salesmen are in the dumps of despair, big businesses rely on the patient, even-tempered men at the top to point a way out. Some of the largest salaries go just for faith and patience.—*William Feather.*

## New Executives Must be Experts on People

NEW executives in business must be human relations experts according to Dr. Robert M. Wald, psychologist. Their main task is that of coordinating and eliciting cooperation from teams of specialists.

According to Dr. Wald the young man moving toward the top has this background.

1. He is the product of American-born parents, whose income and occupation were well above the average.

2. He had a happy home and family life, is a college graduate and served in leadership positions before entering business.

3. His family life permits him to make the fullest use of his abilities. His family "has adjusted well to the mode of life forced upon him by his management responsibilities."

The personality of the "emerging" executive, according to Dr. Wald, looks like this:

He has superior mental and analytical ability.

He gets along well with, and is predominantly interested in people.

He is "adequately" aggressive, seeks new work and new methods to do it.

He is identified with his company to the extent that "his greatest motivations and satisfactions stem from increased business development."

## The Contest Media

THE Horatio Alger hero of yesterday got ahead by hard work. But the hero of the modern contest world is the guy who in a single evening wins a world tour, a furnished home and a life income of \$500 a

month. He does it by sending in a boxtop on which he has scribbled in 25 words why he likes "Blotto, the new wonder-absorbent breakfast food."

The goal no longer is to strive and succeed. Why save up for a trip to Paris when it is so much easier to win it by breaking the bank, identifying the mystery tune, solving the puzzle, or entering a contest to name a new, seductive perfume?—*Harold Boyle.*

Every idea must be sold four times—to the company, to the wholesaler, to the retailer and to the consumer. —*E. M. Oswalt.*

If they chose to do so retailers are free to include the 10% cosmetic excise tax as a part of the retail price of the article without quoting the tax as a separate charge. If the excise tax is not collected and reported as a separate charge it will be presumed that the amount of the tax is included in the price charged for the article. So the 10% cosmetic tax which the retailer must pay is computed at one-eleventh of the price charged for the taxable article. It is advisable to quote the tax and the retail price separately to remind consumers that they are still paying the cosmetic tax.

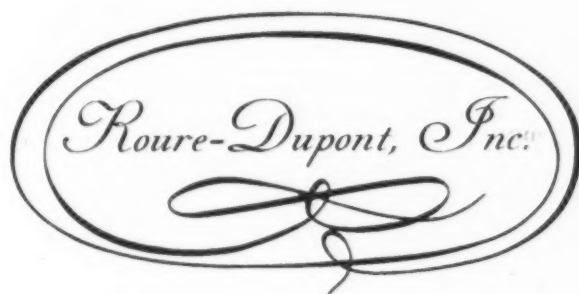
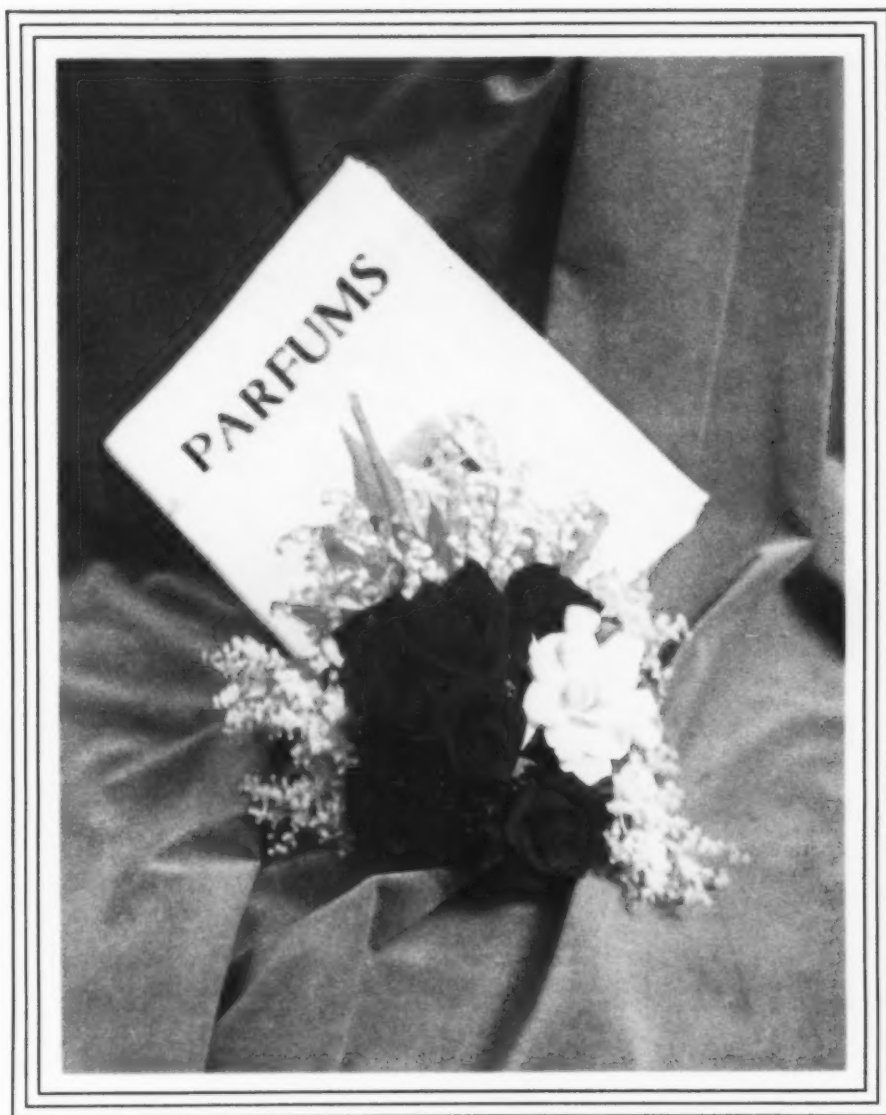
Toothpastes containing ammoniated and chlorophyll ingredients reduce damaging effects of acidity due to smoking according to research chemists of Bristol-Myers Co.


DuPont has spent half a billion dollars on research in the past 25 years, excluding cost of buildings and equipment which have run to a billion and a half dollars or a 3-to-1 ratio for productive facilities against each dollar spent in the research laboratories. Accordingly, as DuPont's research budget rose from a million dollars a year in 1930 to 60 million dollars today employment increased from 38,000 to 90,000. Half of DuPont's sales employment today is attributed to research done back in the depression years of 1929-30.—*Harold Hutchins Drug & Cosmetic Newsletter.*

A chemical dust which is reported to control mint rust without contaminating the finished oil has been approved by a number of mint oil manufacturers. Previously used chemicals have stopped the fungus but have discolored the oil or changed its taste or scent. The new dust developed by Naugatuck Chemical Div. of the U. S. Rubber Co. when applied to mint four to six times during the growing season is said to virtually eliminate the rust. It was first tested out in Oregon.

Loss leaders are out in Massachusetts, the State Supreme Court has ruled. The court held for a retailer who accused a larger competitor of selling for 15¢ a loaf of bread that cost him 17¢. The suit is believed to be the first court test of the state "unfair sales act," passed in 1938.

Over 77.5% of all toiletry and drug purchases in supermarkets are, in effect, impulse purchases decided upon inside the store.—*E. I. duPont de Nemours & Co. fifth impulse buying survey.*



PLEASE  TURN THE PAGE



## ANTICIPATED SHORTAGE

and resultant higher prices for the new crop of Neroli may make it advisable for you to study our well known time tested specialties with this base for new formulations and prevent problems.

### OIL DISTILLED TYPE

#### NEROLI INVAR:

*Synthetic oil rich and powerful—Can be used to cut Neroli and to replace it chiefly in concentrates for cologne.*

*This product is very powerful and very lasting.*

#### NEROLI 417:

*Interesting reproduction of the natural oil, fresh and floral at very low price.*

### ABSOLUTE TYPE VOLATILE SOLVENT

#### ORANGE "O" SYNTHETIC:

*Has the same characteristic as the Absolute Orange flower obtained by processing the Orange Flower Water.*

#### ORANGE SYNTHETIC:

*Has the same characteristic as the Orange Flower obtained by processing the flowers with the volatile solvents.*

*Since 1820*

## ROURE-DUPONT, INC.

Sole Agents for the United States and Canada for  
ROURE-BERTRAND FILS et JUSTIN DUPONT, Paris, Grasse

CHICAGO  
510 North Dearborn

HOLLYWOOD  
5517 Sunset Blvd.

*360 Madison Avenue, New York*

• VANDERBILT 6-5830 •

# NEW

# PACKAGING and PROMOTIONS

## MONICO

Monico introduces a new line of bath preparations called SiBON for fall and winter selling. The SiBON products include "Perfumed Bath Oil,"



SiBON

"Dry Skin Bath Oil" and "After Bath Friction." All are packaged in tall square bottles with flared white-and-gold flecked caps. Directions for product use are depicted by modern interpretive line drawings, silk screened in aqua and white on the front of each bottle. The colorful outside SiBON carton is soft aqua trimmed with gold with the center section of the carton cut out to take full advantage of the decorative bottle design. The one ounce SiBON "Perfumed Bath Oil" sells for \$2.00. SiBON "Dry Skin Bath Oil" sells at \$2.00 for four ounces. SiBON "After Bath Friction" sells at \$2.00 for six ounces. The SiBON line will be available at leading department and cosmetic-drug stores beginning October 1, 1955.

## BOURJOIS

Receiving its inspiration from the city of the same name, "Roman Holiday," a fragrance by Bourjois, is now on the market. The expression of new and old, simplicity and elegance, best expresses itself in the "Roman Holiday" packaging beginning with the column-like bottles banded with "wedding rings" of glass and extending to the gracefully flared golden bottle caps. The packaging is colored in vivid pink while the Cologne carton and Dusting Powder box are sketched interpretively with cypress trees along the Via Appia, couples at a sidewalk cafe, Fontana di Trevi in all its glory, bits of Perugia

pottery, Orvieto and a mandolino together with the Coliseum and the smallest minutiae of Roman life. "Roman Holiday" perfume comes in two sizes, 1 ounce and 1/3 ounce, selling at \$15.00 and \$5.00 respectively. The Cologne comes in a 4-ounce size for \$2.00 and the Dusting Powder in a 4-ounce size for \$1.50. The "Roman Holiday" set of Cologne and Dusting Powder sells for \$3.50. "Roman Holiday" will be available at all leading department and drug stores, beginning October 1.

## MAX FACTOR

A special counter unit has been designed to merchandise both the Creme Puff plastic compacts, which retail for \$1.25 plus tax, and the new refills. This unit holds two dozen assorted shades of the new Creme Puff



Creme Puff

refills and one each of the eight shades in the plastic compact. The refills, in their heaven-blue metal cases, stand in two rows on the base of this unit. Between the two rows is a color chart showing Creme Puff shades, a die-cut space to hold an opened plastic compact, and behind that, space to hold the plastic compacts in their cartons.

## OGILVIE SISTERS

During August, September and October Ogilvie Sisters will offer its Castile Soap Shampoo for sale in two sizes—the quart \$2.25 size for \$1.75 and the pint \$1.25 size for 98¢.

## ZONITE

Lady Esther, a division of Zonite Products Corp., will introduce a new liquid 4-Purpose Face Cream. The new product serves four functions: It cleanses every type of skin; it softens and relieves dryness; it tones the skin; it provides a foundation that helps make-up to cling for hours. Backed by a combination advertising campaign using newspapers, magazines, television and radio in all major markets, Lady Esther's drive behind the new liquid 4-purpose face cream will reach a peak in September, October and November. Shipments began approximately August 1. The new liquid face cream is available in three sizes—29¢, 55¢, and, as a special introductory offer, the regular \$1.00 size priced at 79¢. All prices are plus tax. As a special point-of-sale aid, Lady Esther has developed an unusual display dispenser unit which holds six of the 55¢ 3-ounce size and six of the special 79¢ 6-ounce size.

## MONICO

Monico announces the introduction of their new line of men's fragrances, "Royale Crest." It is available in two forms, the Shaving Lotion and the Cologne. The line is packed in a red carton, hexagonal in shape, with a red capped sprinkler finish bottle. The labels are embossed in shades of red, blue and gold on a sprinkling white field. The Shaving Lotion comes in a



Royale Crest

five ounce bottle at \$1.00. The Cologne sells for \$1.50 in a five ounce bottle and the Royale Crest Set sells for \$2.50.

## COTY

The House of Coty is now featuring its most popular warm weather beauty accessories in attractive combinations. The Coty Summertime beauty duets offer a variety of combinations. Scented Talcum or Dusting Powder come in combination with companion fragrances in Toilet Water or Solid Cologne. Other presentations offer two different forms of the same fragrance—one could be used from the dressing table, while the smaller version can be carried inside the handbag to refresh the fragrance from time to time during the day. These beauty pairs are available in Coty's most renowned fragrances: L'Origan, L'Aimant, "Paris" and Emeraude. In addition, there are two special features in Coty's new "Accomplice" fragrance: a duet package with "Accomplice" Toilet Water and special size Solid Cologne (\$1.50) and the fragrance newly being introduced in the popular "Twistick" form (\$1.25). A combination of Liquid Shakti and a special size Powder Shakti is also included in the Summertime group (\$1.75). All prices plus tax.

## POND'S

Pond's Handy Pack Tissues are now displayed in a new metal dispenser unit. According to reports of many managers of newstands and confection stores, the display is working quite well. Now Pond's is making this display available to the drug trade as well. It is received as a free bonus with one gross of Handy Pack Tissues.

## DANA

A new Dana perfume and cologne fragrance, "Ambush," has been introduced in nine colorful red and grey striped cartons. The perfume comes in four different sizes, from one-eighth ounce to one ounce; the cologne is in five different sizes, from two ounces



Ambush

to thirty-two ounces. The attractive cartons, printed on sturdy white stock, close tightly and firmly to protect the contents of the package.

## LEHN & FINK

A completely new drip-proof hand dispenser for hand lotion will be introduced this month with every purchase of two bottles of Hinds Honey & Almond Cream at the regular retail price. The offer is being backed on television. The "fingertip" dispenser is fabricated of long-lasting rubber composition. Light finger pressure depresses a composition rubber cap, pressing air down the cream, which is dispensed through a spout. Mounted on a screw-on cap for re-use, the dispenser will be offered free to purchasers of two pre-packed 49¢ bottles of Hinds at the fair trade price of 98¢.

## HARRIET HUBBARD AYER

For glamour coil effects, Harriet Hubbard Ayer brings out "Midas Touch" in gold and silver, liquid spray to streak, tip, accent, or give an all-over stardust effect to the hair. "Midas Touch" sprays on with easy-to-use push button control. In a smart-looking glass aerosol bottle, "Midas Touch" is strictly a make-up for the



Midas Touch

hair. Each bottle is packaged in an individual carton die-cut to display the bottle and its contents. Cooperative advertising and displays will be available. The copy theme will be "Out-Shine the Sun, Out-Gleam the Moon, Dazzle the Stars with Harriet Hubbard Ayer's 'Midas Touch.'" It sells for \$2.00 plus tax in a two ounce aerosol bottle in an individual carton.

## COLGATE-PALMOLIVE

All three sizes of Palmolive After Shave Lotion now have husky, square shouldered bottles, with ceramic-style lettering. Finding the design for the one dollar deluxe size bottle a complete sales success, Colgate-Palmolive Co. adopted it recently for the 59¢ and 29¢ sizes of the lotion. A gleaming gold colored cap tops the largest bottle, setting off the blue-green contents, while green caps distinguish the two smaller bottles.

## YARDLEY

Yardley of London markets a new Shower Shampoo, developed exclusively for men, ready for department and drug store retail purchase around September 1. Two innovations in shampoo packaging design are found in this line. The unbreakable tube fea-



Yardley Shampoo

tures a plastic, captive lid to eliminate fumbling with a loose cap while shampooing under the shower. For added service, a nylon cord loops through the cap so that the tube can be hung over the shower handle during use. To stimulate sales of Shower Shampoo, Yardley will launch a special sampling campaign. For a limited time, a generous size sample will be included, unannounced, in each package of After Shave Lotion. For point-of-sale visibility, Yardley offers dealers a striking counter display containing six units of the new shampoo. Shower Shampoo retails for \$1.00.

## MILKMAID

A new preparation for soothing and smoothing sun-tanned skin called Milkmaid Emulsion, is now being offered by Milkmaid Inc. The product is made with 10% pure whole fresh milk and blended with rich emollient oils. Milkmaid Emulsion comes in types for both dry and oily skins. Used for helping a summer tan along, the emulsion is packaged in the typical milk-white, pastel flowered bottles of the Milkmaid line. Milkmaid Emulsion sells for \$1.50 and \$2.00.

## TINKERBELL

For the youngster who travels light, Tinkerbell Toiletries presents its newest "flight of fancy," the Trip-lette, a travelling case full of fragrance essentials. Toilet water in a contour shaped bottle, chubby, pink, heart shaped soap and talcum powder in a container gaily decorated with the Tinkerbell hearts and flowers motif are set in a tray that easily slides out of the multi-labeled travelling case. Priced at \$1.25, the Trip-lette is now available through Tinkerbell Toiletries.



**NORDA does what Nature does...**

**NORDA** makes good scents

To smell a sweet pea is to wonder again just what Nature knows as she works. But she keeps her great secrets locked.

Norda has for many years been creating very fine scents and fine odors. Norda skills have succeeded in producing fragrances with the character Nature so subtly and truly puts into her own.

There is a Norda scent with the exquisite delicacy your perfumed products demand. There is a Norda odor to fill your deodorant needs. Norda will give you aerosol mists the quality that will sell them.

Economy points to Norda. Send for *free* Norda samples today.

*Always remember —  
never forget ...  
Norda Makes Good Scents*



**Norda Essential Oil and Chemical Company, Inc.**  
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • SAN FRANCISCO • MONTREAL • HAVANA • LONDON • PARIS • GRASSE • MEXICO CITY

& Essential Oil Review

August, 1955 43

THERE'S *Design* IN F



## N FRAGRANCE TOO!

Modern design is important in the development of any new fragrance if it is to be successful in today's market.

It must first be designed as a thing of beauty in itself . . .

It must be designed to diffuse properly, to last effectively and remain unchanged . . .

It must be designed to appeal to its intended clientele . . .

It must be designed, cost-wise, to suit marketing requirements.

In selecting your next perfume, seek the guidance of capable and knowing designers of fragrance.

MANUFACTURERS AND CREATORS OF THE FINEST PERFUME MATERIALS

**Van Ameringen • Haebler, Inc.**

521 WEST 57TH STREET NEW YORK 19, N. Y.



# Notes & Topnotes

## Citizens Committee Reports On Its Study of FDA

**A**FTER a thorough and extensive study, a Citizens Committee that had been authorized by Congress to study the functioning of the Food and Drug Administration has made its report, a document worthy of careful study not only by industry, but by all public-spirited individuals. For the report is alarming, and more so with regard to drugs and foods than cosmetics. It is a report of a government body of the utmost importance and responsibility, the watchdog of the public (and therefore of all responsible components of industry) against fraud, cheating, quackery, and irresponsible hazard to health. But the report tells, with eloquent statistics, of lack of funds, backlog of legal actions, outmoded and outdated facilities, and a staff obviously inadequate for the handling of its tasks.

From 1951 to 1955, during a period of population growth and of increasing problems in the industries concerned, the Food and Drug Administration actually suffered a curtailment of its staff. At the time of American entry into the Second World War, there was one enforcement person in FDA for 160,000 people in this country; today the ratio is one for 200,000.

As a result of this deplorable situation, the cosmetics division of FDA suffers even more than do the others. And this is understandable; so long as funds are extremely limited, they will be allocated primarily in the areas where public health is directly concerned, and this means food and drugs, even more than cosmetics. In a sense, cosmetics become a sort of "luxury" for the FDA, which the limited budget can ill afford. While gross violations of the Act are not likely, the small-scale cheating grows in a period when policemen are few.

Today, industry not only recognizes the need for regulation of the type given by FDA, but also seeks to strengthen that administrative body. The Citizens Committee urges a program of information and education, and seeks to have the personnel and facilities tripled or quadrupled during the next five to ten years.

It is a program that will cost money, but the failure to enact this program

will be much more costly, we are convinced, to the people of the United States.

## It Takes More Than Taxes To Balance the Budget

**W**HILE on the subject of the proposed expansion program for the FDA, it is quite clear that this program will require an expanded budgetary appropriation. Thus, as in so many aspects of government, the drive toward economy is countered by the needs of the public. While we would not go so far as to suggest that there are governmental operations that can be curtailed without serious loss, we do believe that balancing a budget is not a simple arithmetical problem of weighing taxes against expenditures. For the appropriation must be weighed against the cost of carrying out the law, as passed by Congress and as it reflects the needs and the will of the people. In the case of the FDA, it has become common knowledge that more money is needed, not less, to do the job as it must be done.

## Industry Sponsors Bicycle Safety Program

**E**XAMPLES of responsible public welfare activities in the community on the part of drug and cosmetic companies were highlighted recently when both Johnson & Johnson and Mennen undertook to aid and sponsor bicycle safety programs. J&J issued a film and a manual on bicycle safety efforts in the community, while Mennen sponsored a parade with an essay, poster, and float contest. From such meritorious service, one can only hope with confidence that both public and sponsors will benefit.

## Drug Store Sales Higher Than Realized

**A**CCORDING to the recent TGA figures, sales of cosmetics in drug stores were less than double the sales in food outlets, for the first time in history; whereas only a few years ago, the drug store figures were some three, four

and six times those of the supermarkets and other food stores. Nevertheless, it would be unwise to draw one's conclusions without realizing that the individual drug store still far outsells (not by two times, but by six, eight, or ten times, or more) the food store in cosmetics. This is because there are many more food outlets in America, and today the majority of them are handling some cosmetic items. While cosmetic turnover in all food stores is considerable, the turnover in the individual store is usually quite small, especially when compared to the local corner druggist.

## Expanded Sales Seen By McCall's Magazine

**J**UST what do people in the industry think of the cosmetic sales figures? In general, the feeling is that the potential is only beginning to be tapped. We were reminded of this by the simultaneous publication of the TGA figures and of a program launched by *McCall's*, having as its objective the doubling of cosmetic sales in America. Actually, the two billion dollar mark should not be impossible to reach. It depends upon many factors, some beyond control of this industry, such as the general economic position of the country. It depends upon the ability of the chemists to bring forth new products that may open up new channels; and of the ability of the industry to sell good grooming, and particularly good perfuming, to the women of America. The *McCall's* program is realistic, and the journal should be congratulated for its efforts in this direction.

## Are Less People Using Perfume?

**A**SPEAKER at the meeting of the Fragrance Foundation insists that less women are using perfume today than some eight or ten years ago, and cites the surveys of Woman's Home Companion and Dell Modern group. Maybe the speaker is right, or maybe the surveys are just not too correct. It could be that he picked those surveys that suited his argument, in which case he would not be departing from a very old practice of speakers who rely largely on statistics.

Whether the statistics reveal it or not, more perfume is being sold and used in America today than in 1946 and 1947. That growth has been far less spectacular than had been anticipated; that it has not kept pace with the increase in cosmetics generally; that it is still pitifully far from even approaching a saturated market—all this goes without saying, but sales are still above the 1946 and 1947 levels, as anyone interested can verify.

# j a s m i n

the elusive...the delicate

as mysterious as its  
Oriental origin...

Charabot offers the King of aromatics under varied methods of extraction to meet all your needs. Each carries the significant hallmark of Charabot, Grasse.

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INTÉGRALE\* JASMIN

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ABSOLUTE JASMIN INCOLORE  
ABSOLUTE JASMIN BENZOL  
ABSOLUTE JASMIN POMMADE  
ABSOLUTE JASMIN CHASSIS

ABSOLUTE JASMIN ITALIAN  
HYPERABSOLUE\* JASMIN  
HYPERABSOLUE\* JASMIN INCOLORE  
LIQUID ESSENCE JASMIN  
FLORALINE\* JASMIN  
FLORALINE\* JASMIN POMMADE

(\*Trade Mark)

Sole distributors in the U. S. and Canada for CHARABOT & CO., successors to ROQUES AÏME, Grasse, France

# CHARABOT

CO INC.

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# Book Reviews

**S. P. C. YEAR BOOK 1955.** Edited by F. V. Wells. 312 pages, 8x10½ in., cloth covers. United Trade Press Ltd., Price \$5.

This is the 13th revised edition of a most useful compendium of technical and commercial information for the perfumery, cosmetic, soap and pharmaceutical industries.

Dr. Irwin I. Lubowe introduces in his foreword a section entitled "Dermatology, Histology, Cosmetology." In it Dr. W. Schneider discusses in an informative article "A New Approach to the Treatment of the Skin." The section also contains special features dealing with such diverse aspects of the subject as hormone creams, radio publicity about the skin, the British and French contributions to Modern Cosmetology and Observations on the Chemistry of the Hair.

The general guide to the official Poisons List as they legally affect the soap, cosmetic and allied industries, has been brought up to date. R. L. Demuth, former chairman of the Toilet Preparations Federation analyses the way in which taxation and other matters affect the British cosmetic and perfumery industries; and Walter Beck throws an interesting light on the world market for perfumes. Other merchandising information covers expanding markets for cosmetics, export statistics, patent protection and overseas temperatures and humidities. The Laboratory information section has been expanded and rearranged for the greater convenience of the reader. The 50 page section on Standards and Specifications has been enlarged to include some of the more recent T. G. A. standards and the first announcement of the Federation of the T. P. F. standards of purity for raw materials.

Data relating to associations, government departments, trade commissions, overseas associations etc. has been brought up to date. "For the Bookshelves," a guide to technical and other literature has been enlarged.

The volume concludes with a 140-page Buyers Guide which contains a comprehensive directory listing the principal suppliers of raw materials, containers and packaging materials, plant and machinery, laboratory equipment, bulk supplies, special services and other items.

**METHODS ET CONSTANTS ANALYTIQUES DES HUILES ESSENTIELLES.** 6½x10 in., 98 pages, loose leaf covers. Syndicat National

des Fabricants et Importateurs d'Huiles Essentielles et Produits Aromatiques Naturels. Grasse, France.

Physical and chemical constants of 98 of the most widely used essential oils are given in a convenient way. A repertory of analytical methods is an added feature.

**ORGANIC CHEMISTRY SIMPLIFIED.** Rudolph Macy, Ph.D. 6x9 in., 611 pages, 120 illustrations, cloth covers. Chemical Publishing Co. 1955. Price \$12.

This is the second edition. The plan of the book differs from that of other textbooks on organic chemistry. Its aim is to give the reader a broad concept of the subject rather than to convert his mind into an encyclopedia by memorizing all name reactions, experimental reaction conditions and properties of many series of compounds. The chief emphasis is placed on the development of the structures of the various types of compounds on the basis of the electron theory. The explanations are so complete that the book may be used as a self teaching manual. Much space is given to modern theory as the basis of chemical thinking. As such it is ideally suited as a refresher for chemists who were graduated before the development of the newest chemical concepts, as a text for a one semester college course and for training beginners.

**THE PRACTICE OF MODERN PERFUMERY.** Dr. Paul Jellinek, translated and revised by A. J. Krajceman. 5½x8½ in., 219 pages, cloth covers. Interscience Publishers Inc. 1955. Price \$4.75.

The author is a successful and well known perfumer associated with one of the leading houses in Holland who draws from over 30 years of experience information of a practical nature for the prospective perfumer and for the experienced perfumer to whom he offers help in arranging accumulated knowledge.

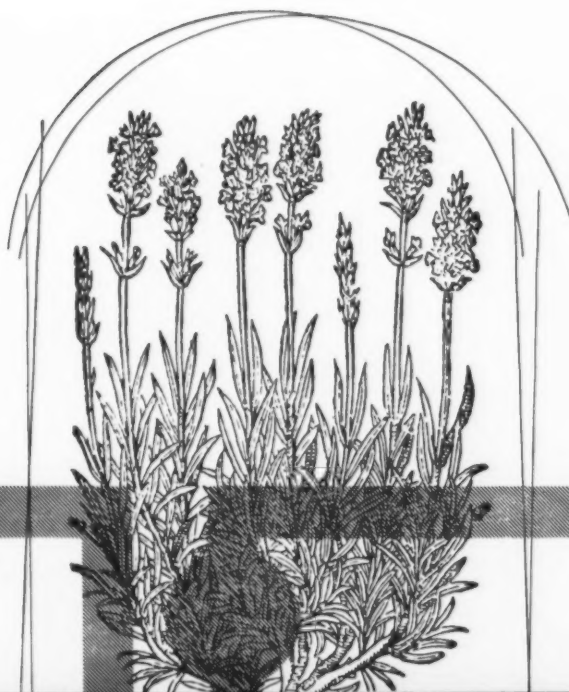
The book is divided into four parts: 1. An Introduction to Perfumery; 2. The Perfumery of Cosmetics; 3. The Perfumery of Toilet Soaps; and 4. Perfumery, Cosmetics and Psychology. In this latter part he develops some stimulating ideas.

In the preface the author says: "Suspected by most, recognised perhaps by a few, it has never been stated openly that the real purpose of a

perfume is that of an aphrodisiac, acting through the sense of smell. As a result of prudishness perhaps, this fact has never been treated with the interest it deserves. . . . That the success of a perfume is not determined by its odor, but by the erotic stimulation induced by it, is borne out by a number of facts well known to practicing perfumers, but taken for granted and not considered worthy of closer examination. . . . For example the importance of compounds with offensive odors such as fatty aldehydes, indole and aromatics of animal origin as components of floral and fancy perfumes; and the fact that certain perfume types harmonize better with some individuals than with others. In the author's opinion the study of the influence of odors on the human senses, connected partly with physiology and partly with psychology is at least as important for the perfumer as the study of any other subject treated by various authors and considered to be the foundation of perfumery." Part 4 is intended as an introduction to this study. Experiments have been made to solve the more important problems of perfumery by systematic consideration of the influence of odors on the human senses.

**HANDBOOK OF CHEMISTRY AND PHYSICS.** Charles D. Hodgman, M. S. editor in chief. 36th edition. 5x7½ in., 3,000 pages; 5 sections, each indexed. Chemical Rubber Publishing Co. 1955. Price \$8.50.

This edition has been revised extensively to bring it fully up to date. New isotopes are to be found in the table of isotopes. New atomic tables are given. Other revised contents include thermal neutron cross sections, miscibility of industrial solvent pairs, values of thermodynamic properties, organic analytical reagents, atomic weights and periodic arrangement of the elements. This authoritative ready reference book of chemical and physical data is literally a library in one volume. As an example of its wide scope the section on Steroid Hormones was written by Dr. Erwin Di Cyan, a recognized authority. The nature, functions and uses of hormones are pointed out clearly and adequately. Another section prepared by H. J. Prebluda on the characteristics and functions of the vitamins, like others in the book, is of interest to many in the allied industries.



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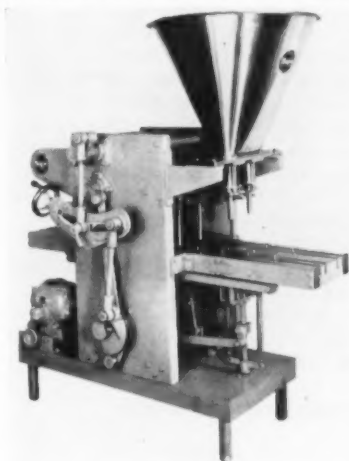


# Hints

## for Improving Production

### Filling Machine

Hope Machinery Co. announces a new type 19S filling machine available in one or two line models. Fabricated



Filling Machine

steel construction throughout with ball bearings on all main shafts make it a fast, rugged, low cost floor model unit, according to the manufacturer. It is equipped with a "No Container-No Fill" unit, removable feed bars, and stainless steel table plates. Quick change-over for quantity and containers without repositioning pistons or other parts, nozzles for dripless bottom-up fill, and special hoppers for agitation make it a versatile machine for filling foods, cosmetics, soaps and viscous abrasive products, the company asserts. The range of fill is from 0 to one gallon.

### Controlled Volume Pumps

Complete information on simplex and duplex models of controlled volume pumps, concerning capacities, pressures, materials of construction and mounting dimensions, is described in bulletin H20-1, of the Milton Roy Co. The bulletin gives full details on Volume Pump model H-20, designed for accurate chemical feed at low cost. Copies of the bulletin are available on request.

### Porcelain Enameled Pipe

A report detailing the low friction factors available in porcelain enameled pipe and formed metal shapes has been

made by the director of research, Barrows Porcelain Enamel Co. Three main friction qualities are discussed in the report: (1) The friction factor of metal pipes compared to friction factor in porcelain enameled pipes when both are new. (2) The rate of friction factor increase in metal and porcelain enameled pipes over long periods of time. (3) The rate of friction factor increase related to increase in the velocity of the material being passed through coated and uncoated pipe.

### Lift Truck

The American Pulley Co. has purchased the assets of Safeway Industrial Equipment Corp., manufacturer of a line of manually and electrically operated hydraulic lift trucks. Known for its line of pressed-steel two-wheel hand trucks, barrel cradles and industrial wheels, the American Pulley Co. will now widen its markets to include the innumerable materials handling tasks



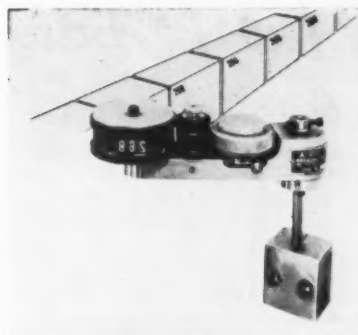
Lift Truck

which require more than horizontal handling. These Safeway lift trucks are said to be extremely handy where aisle space is limited or floor loading is restricted, but where loading, unloading, stacking, positioning, or transferring are required.

### Rotary Coder

The Kregel Mfg. Co. announces its Kregel Rotary Coder which automatically prints names, dates, codes, or other identification. The coder is powered by a friction roller attachment and imprints on boxes, cartons, packages, cases and practically any other

kind of surface. Its self-inking feature is said to assure clear, clean, sharp im-



Rotary Coder

pressions every time. The Kregel Rotary Coder is completely automatic except that someone does have to affix the rubber type or die that will reproduce the imprint wanted. This is done with Kregel Baselock Interchangeable Rubber Type. It is available in all point sizes and fonts in sets of letters or figures, deep-cut for sharpness and long service.

## Processing Literature

Controlled volume pumps in process instrumentation are described in an illustrated 24-page bulletin, No. 1253, which has been issued by the Milton Roy Co.

Information about essential oils, concentrated flavors, basic perfume oils, etc. which are used to increase the sales appeal of candy, foods, cosmetics and other commodities in over fifty industries, is presented in a king-size catalogue published by Magnus, Mabee & Reynard, Inc.

Of interest to technical men and users of various types of fatty acids, is Wilson & Co.'s "A Guide to Better Fatty Acids." This is in chart form with a movable wheel showing specifications and compositions of various fatty acids.

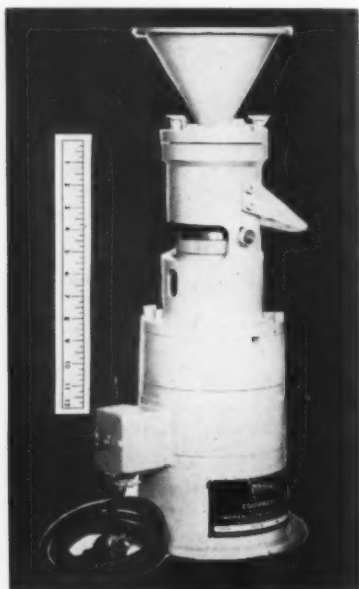
An information booklet on Saponics, nonionic surface active agents, is offered by American Alcolac Corp. The new product book fully covers the physical properties and many uses of three new Saponics now available through the firm.

Complete descriptions and specifications of monomeric and polymeric plasticizers can be found in a new 32-page booklet issued by Emery Industries, Inc. The booklet also presents performance data, including an appraisal of such factors as low-temperature flexibility, volatility, water extraction, oil extraction, heat stability and light stability.

# New Products

## Stainless Steel Research Mill

Development of a small, light weight, all stainless steel mill for general research has been announced by Morehouse Industries. Known as model SS-200, the unit was designed especially for product development, laboratory control work, and standardization



Research Mill

of volume production formulas. The high-speed grinding discs are made of aluminum oxide "aloxite" by the Carborundum Co. The SS-200 measures 23½" high, 8¼" in diameter. Through-put rate is from 1 to 3 gallons per hour. The motor is either explosion proof or totally enclosed, ¾ HP, available in two- or three-phase only, for practically any required voltage and cycle characteristics for either continuous or intermittent operation.

## Electronic Spectograph

An all-electronic spectograph with four working spectra instead of the usual two, that analyzes up to 65 elements in two minutes is being offered by Fisher Scientific. The manufacturer states that the new spectograph will determine up to 12 elements simultaneously in a matrix metal such as steel or aluminum. It is also claimed that it can be calibrated for five different problems: changing matrices means only changing samples and turning a selector switch. The instrument automatically selects the source condi-

tions. The Spectro Analyzer, as it is called, uses the first and second order spectra on both sides of the concave, 30,000 lines/inch grating; four working spectra in all.

## Personnel Selection

Tests and other materials for use in personnel selection and training are described in the newest edition of the Industrial Catalog recently issued by Science Research Associates, publishers of psychological tests and employee relations materials. The catalog helps in locating materials to use in selecting employees, improving employee performance, and reducing turnover, the organization reports.

## Press-On Vacuum Closure

A press-on vacuum closure which affords product protection and is easy to open and reseals airtight each time, according to the manufacturer, Owens-Illinois Glass Co., Toledo, Ohio, was introduced at the recent annual convention of the American Home Economists Assn. at Minneapolis. Called the Vapak closure, it was developed primarily for the baby food industry but the line has been expanded to make the Vapak closures not only available to food packers but also to the drug industry. The cap is removed easily by using any one of sev-



Vacuum Closure

eral key-type openers now in general use and is resealed airtight by pressure of the hand, the company claims.

## Acetate Holders

Important data that requires routing, multiple-handling, and quick-reference filing can now be protected from grease, dirt, water and smudgy fingers, it is claimed by BAW Co., manufacturers of the new, transparent



Acetate Holders

acetate Route-and-File Holder. A new item in the company's Dub'l-Vue line of transparent acetate covers, the Route-and-File Holder is available with different color-coded taped edges. Each holder consists of a heat-folded sheet of scratch-free, flame-resistant acetate, closed at one edge with the colored tape. The remaining two edges are open for easy insertion or removal of the routed data at each stop. The folders are offered in standard 8½" by 11" size, .005 acetate thickness, with taped edges of blue, red, green, yellow, or black. They are also available in any practical size and acetate thickness to meet individual requirements.

## French Perfume Bottle

A smartly designed "flame shape" perfume bottle by Pochet et du Courval is now being offered by the French



French Bottle

Glass Co., the United States office of Univer, the export association of the French glass industry. The perfume bottle holds 1 ounce.

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# Flavor Section

## Anthranilates in Flavoring

As flavoring components the anthranilates are important not only in grape formulations but also in a number of berry and fruit compositions

MORRIS B. JACOBS, Ph.D.



**I**N a number of papers which have appeared in this section of the American Perfumer since 1945, the flavor properties and application of various groups of organic compounds have been considered. Another such characteristic group is the anthranilates. A number of these compounds have found considerable utilization as flavor components.

It will be convenient to consider the esters of anthranilic acid, as we have done with other esters, as aliphatic, aromatic and terpene anthranilates. It must be remembered that anthranilic acid is a polyfunctional compound, being both an aromatic acid and an aromatic amine.

### Aliphatic Anthranilates

*Methyl anthranilate*,  $\text{NH}_2\text{C}_6\text{H}_4\text{COOCH}_3$ , methyl *o*-aminobenzoate or methyl 2-aminobenzoate, is a white crystalline solid with a low melting point of 24-25 deg. C., forming a colorless liquid which has a specific gravity of 1.168 at 15/4 deg. C. and a boiling point of 255 deg. C. Under reduced pressure, it boils at 135.5 deg. C. at 15 mm. It is only slightly soluble in water and is readily soluble in ethyl alcohol, one volume being soluble in 20 volumes of 45 per cent alcohol and in 3

volumes of 60 per cent alcohol. A commercial product has a congealing point minimum of 23.8 deg. C. and a specific gravity in the range of 1.160 to 1.165 at 25 deg. C.

Methyl anthranilate has an orange blossom or neroli odor, an orange flavor reminiscent, however of grape, and a bitter, burning taste. As a flavoring material it is widely employed in grape formulations but it has also been suggested for use in banana, currant, melon, quince, lemon, pineapple, and orange flavors. This ester of anthranilic acid is also used as a perfumery ingredient as a component of neroli and jasmine formulations and in other floral perfumes such as tuberose, gardenia, and orange blossom.

*N-Methyl methyl anthranilate*,  $\text{CH}_3\text{NHCH}_2\text{C}_6\text{H}_4\text{COOCH}_3$ , which is commonly and not systematically called dimethyl anthranilate, is a liquid at approximately room temperature; it melts at 18.5 to 19.5 deg. C.; boils at 256 deg. C. and it has a specific gravity of 1.12. A commercial product has a specific gravity of 1.125 and 1.130 at 25 deg. C.; its refractive index is 1.579 to 1.581 at 20 deg. C.; and it has a minimum congealing point of 12.0 deg. C. *N-Methyl methyl anthranilate* is insoluble in water; one volume is soluble in 10 volumes of 70 per cent alcohol and

in 3 volumes of 80 per cent alcohol.

This ester has a peach flavor, a bitter-sweet taste, and a grape-like odor resembling that of methyl anthranilate and ethyl anthranilate but weaker. It also carries the orange note of these esters. It is used in the preparation of grape, mandarin, and peach flavors. It has also been suggested for use in apricot, banana, currant, gooseberry, honey, plum, and citrus flavor compositions. It is also used in neroli and orange perfumes and in eau de Cologne.

*Ethyl Anthranilate*,  $\text{H}_2\text{NC}_6\text{H}_4\text{COOC}_2\text{H}_5$ , ethyl *o*-aminobenzoate, is a liquid which has a specific gravity of 1.117. It solidifies readily melting at 13 deg. C. and boils at 260 deg. C. A commercial product has a minimum congealing point of 12 deg. C., a specific gravity of 1.117 to 1.119 at 25 deg. C., and a refractive index ranging from 1.563 to 1.566 at 20 deg. C. This ester is only slightly soluble in water but is readily soluble in ethyl alcohol, one volume being soluble in five volumes of 60 per cent alcohol.

Ethyl anthranilate has a pleasant odor of orange blossoms with a distinct grape note but its general strength is weaker than that of the methyl ester. It has an orange flower aroma and a sweet taste which becomes harsh. This flavoring component is also used prin-

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(AN ESTER)

## Typical Specifications:

PHYSICAL APPEARANCE:	Light yellow liquid.
ODOR TYPE:	Fruity Rose.
SOLUBILITY:	45 parts soluble in 100 parts of 70% Ethyl Alcohol.
STABILITY:	Stable in the presence of alkalies.
REFRACTIVE INDEX $n_{\frac{20}{D}}$ :	1.4941
SPECIFIC GRAVITY $\frac{20}{20}$ :	1.0510
QUALITY:	Specifications carefully checked in our modern control laboratories.
SUGGESTED USES:	As an addition to Rose compounds — 3% to 5% to impart the fruity floral note found in all Roses. Invaluable in Rose compositions for creams, powders, lotions, etc. Moderate in price.

*Other VERONA Rose ingredients manufactured from synthetic raw materials produced entirely within the U.S.A.:*

ROSANOL • CUMIN KETONE • RESEDALIA

DIMETHYL OCTANOL SPECIAL • DIMETHYL OCTANYL ACETATE

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cipally in the preparation of grape flavors but is recommended for orange and mandarin flavors. In perfumery it has been suggested for use in neroli, jasmine, orange blossom, and narcissus compositions.

In contrast to methyl anthranilate which is found rather widely distributed in nature, as for instance in essential oils such as those of gardenia, jasmine, jonquil, neroli, petitgrain, orange flower, and ylang ylang and also such citrus oils such as bergamot, lemon, mandarin, and orange, ethyl anthranilate has not been found in nature.

*Allyl anthranilate*,  $H_2NC_6H_4COOCH_2CH=CH_2$ , allyl *o*-aminobenzoate is an ester which has relatively recently become available commercially. It boils at 104-105 deg. C. under reduced pressure of 1 mm. and has a refractive index of 1.5720 at 24 deg. C. This ester has an aromatic character resembling that of green leaf.

*Butyl anthranilate*,  $H_2NC_6H_4COOCH_2CH_2CH_2CH_3$ , is a liquid which boils under reduced pressure at 102 to 106 deg. C. at 2 mm. It has a refractive index of 1.5485 at 16 deg. C. Butyl anthranilate has become available commercially relatively recently. It has a coconut and grape character and has been recommended for grape and honey flavor compositions.

*Isobutyl anthranilate*,  $H_2NC_6H_4COOCH_2CH(CH_3)_2$ , is another of the esters relatively recently prepared on a commercial scale. It is a liquid boiling at 118 to 122 deg. C. under reduced pressure of 3 mm. Isobutyl anthranilate has a refractive index with 1.5459 at 15 deg. C. Its flavor characteristics are such that it has been recommended for use in grape, honey, pineapple, raspberry, and strawberry preparations. It has also been suggested for use in jasmine type perfumes.

*Nonyl anthranilate*,  $H_2NC_6H_4COOC_9H_{19}$ , is another of the aliphatic anthranilates that is commercially available. It has been recommended as an ingredient for citrus flavor formulations and has been suggested for use in jasmine perfumes and for eau de Cologne.

#### Aromatic Anthranilates

Only within the past two decades have aromatic alcohol ester anthranilates been made available commercially. The principal ones falling into this category are phenethyl anthranilate, cinnamyl anthranilate, and *p*-methyl benzyl anthranilate.

*Phenethyl anthranilate*,  $H_2NC_6H_4COOCH_2CH_2C_6H_5$ , phenyl ethyl anthranilate, benzyl carbonyl anthranilate is a colorless liquid. This ester has a specific gravity of 1.140 to 1.142 at 25 deg. C. Phenethyl anthranilate has a

grape-orange aroma of a sweet character. It has not found much utilization as a flavor component but has been employed as an ingredient of perfume compositions. Among these are perfumes having an orange blossom note, violet, and gardenia for it blends with the ionones and with orris.

*Cinnamyl anthranilate*,  $H_2NC_6H_4COOCH_2CH=CHC_6H_5$ , is a crystalline solid, melting at 64-65 deg. C. with a marked eastern grape odor and flavor. This ester is available commercially both as the solid and as a liquid. It is recommended for use in grape and wine flavor compositions. Among the other formulations for which it has been recommended are raisin and currant. It has also been suggested for perfume use such as neroli and jasmine.

*p*-Methylbenzyl anthranilate, paramethyl benzyl anthranilate is a commercially available anthranilate ester. It has been recommended for use in berry flavors such as raspberry and strawberry and also in cherry flavors as a replacement for jasmine for it has much less perfume character. It has also been suggested as a replacement for natural jasmine in perfumes.

#### Terpene Anthranilates

The terpene alcohol esters of anthranilic acid have been used as flavor components for many years. Among the more important of these are geranyl and terpinyl anthranilate. Menthyl anthranilate is also available.

*Geranyl anthranilate*,  $H_2NC_6H_4COOC_{10}H_{17}$ , is a liquid which boils under reduced pressure at 188 deg. C. It has a bitter taste, an apple flavor, and a powerful odor of orange blossoms. Though this ester is not commonly carried as a stock item by firms dealing in aromatic chemicals, it has been suggested for a variety of flavor essences such as apple, apricot, banana, currant, gooseberry, and raspberry.

*Terpinyl anthranilate*,  $H_2NC_6H_4COOC_{10}H_{17}$ , is also a liquid. It has a cherry flavor, a bitter taste, and a lily of the valley odor. This anthranilate ester is also not carried as a common stock item by flavor firms. It has been suggested as a component of almond, cherry, and nut flavor compositions.

*Menthyl anthranilate*,  $H_2NC_6H_4COOC_{10}H_{19}$ , is a very viscous material which has a grape aroma with a note of menthol. A commercial product has a specific gravity of 1.032 to 1.043 at 25 deg. C. and a refractive index of 1.538 to 1.548 at 20 deg. C. Menthyl anthranilate is soluble in about 7 volumes of 80 per cent alcohol. This ester has been recommended for use in perfumes having neroli character but despite its interesting aroma does not appear to have been suggested for flavor utilization.

## Flavored Notes

IN the fifteenth annual meeting of the Institute of Food Technologists which was held June 12 to 16 at Columbus, Ohio, the following papers of interest to the flavor field were presented: "Observations on Black Pepper" by Fred Tausig and Roy E. Morse of the J. Stange Co., Chicago, Ill.; "Important Newly Developed Flavoring Aromatics" by Alexander Katz of F. Ritter & Co., Los Angeles 39, Calif.; "Effect of Water Impurities on the Flavor of Brewed Coffee" by E. E. Lockhart, C. L. Tucker, and M. C. Merritt, Dept. of Food Technology, Massachusetts Institute of Technology, Cambridge 39, Mass.

It is probable that the Food and Drug Administration will favor a bill on the control of additives in foods that will contain provision for administration decisions on the safety of a chemical additive before it is permitted to be marketed and provision for control over the total amounts of chemical additives that may be consumed when tolerances are set.—M. B. J.

IN the spring of this year, it was announced that the stipend accompanying the Florasynth Fellowship Award had been increased from \$500 to \$1000. The holder of the award at that time was Mr. John F. Schade who was enrolled in the Department of Food Technology at the University of California, at Davis, California.

The winner of the 1955 award is Ian J. Tinsley who was chosen by the Institute of Food Technologists Committee on Awards. Mr. Tinsley is a graduate student at Oregon State College, Corvallis, Oregon. He is a native of Australia having received a Bachelor of Science Honors degree at Sydney University. Mr. Tinsley had been doing research work on filberts and on filbert flavor extracts.

On occasion, I have mentioned the antioxidant properties of ascorbic acid in these columns. Mr. E. F. Macdonough, Jr., who is the manager of the Food and Beverage Section of the Technical Service Dept., Chas. Pfizer & Co., Inc. Brooklyn, N. Y. has stressed the utilization of ascorbic acid for the preservation of flavor in beverages. The ascorbic acid acts as an "intercepting agent" being preferentially oxidized thus sparing the flavoring materials from oxidation.—M.B.J.

#### Industry to Promote November as "Chocolate Month"

Promotion of November as "Chocolate Month" will be sponsored by the American Dairy Assn. in cooperation with the International Assn. of Ice Cream Mfrs. and other interested groups.



One of the characteristics of our products of which we are most proud is that of dependable, unfailing uniformity. A most important link in the chain of practices we have adopted to insure this constancy of quality and product is shown above in the photograph of our stock sample room. Here, arrayed in row upon row and in numerical sequence, are kept some of the more than 20,000 original formulations developed in our laboratories. Every order leaving our plant is first carefully checked, organoleptically, against its corresponding stock sample as additional insurance that it precisely matches the original. The possibility of variation from whatever cause possible is thus reduced to an absolute minimum. From such scrupulous attention to seemingly small details of manufacture come the many inherent FRITZSCHE VALUES that are a PART of our products APART from their price.

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## MY MOM SAYS:

*"Take your medicine like a little man."*

Well, I'm *not* a little man! I'm just a little baby and I'll take my medicine like most little babies do—screaming, clawing, fighting, spitting—*unless I like it!* Then I'll take it like a little lamb . . . and lambs, you know, are sweet and docile.

• • • • •

. . . . . And that is where FRITZSCHE comes into the picture, for we really believe our many, many years of flavor specialization can be of considerable aid to your staff in developing flavors that will make your medicinals more palatable—even to the most sensitive tastes. Why not let us try? You'll be under no obligation and all research in your behalf will be strictly confidential, we assure you.

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# Misconceptions About Rancidity

All natural oils and fats are liable to become rancid  
... Causes of rancidity ... Steps to slow down or  
stop rancidity ... Caution on the use of anti-oxidants

PAUL I. SMITH



**R**ANCIDITY is a subject of great interest to soap manufacturers who naturally take all possible practical steps to prevent the premature deterioration of expensive oils and fats. When discussing the mechanism of rancidity it is, however, surprising to find that many people appear to hold rather strange and seemingly contradictory views about the causes of rancidity and the most practical means of preventing the unwelcome changes from taking place.

Generally speaking, all natural fats and oils are liable to become rancid due mainly to oxidation changes, the extent and degree of oxidation being dependent on several factors, notably the type and quality of the oil and the storage conditions, i.e. presence of impurities, exposure to light and heat and temperature. It will be noticed that the writer qualifies this statement by saying "mainly" oxidation changes. This caution is prompted by the knowledge that some rancidity changes are induced by micro-organisms introduced mainly in animal fats by the presence of tissue, and in kernel oils by vegetable impurities which introduce certain types of fungi responsible for what is known as "keton rancidity." Fats high in oleic and low in

linoleic acids are rather more prone to become oxidised, than fats in which the ratio of these acids is reversed. A good deal of thought is now being given by researchers to fatty acid ratios, as it is felt that information on this subject may contribute a great deal to our knowledge.

At one time chemists believed that the free fatty acid content of a fat in storage gave a valuable clue to its degree of rancidity. This is not so, as research has shown that during the storage of a fat, hydrolysis does not take place alongside the oxidation of a fat nor is hydrolysis in any way associated with oxidation changes. When oxidation takes place and is noticeable by reason of a marked deterioration in the taste or smell of the sample, then usually nothing can be done to save the stock as rancidity will have become much advanced along the second phase. It is only during the introduction period, when the stock does not suffer any "noticeable" deterioration, that steps can be taken either to slow down or to stop oxidation.

Although anti-oxidants are extremely useful, it is necessary, before selecting a chemical additive, to make certain that it does exert a repressive effect on oxidation changes in soap itself

and also causes no discolouration.

Some well known anti-oxidants, notably hydroquinone, cause soaps to turn brown in colour and introduce additional troubles to the harassed manufacturer.

### Alkanolamide Detergents

**A**N interesting new development has just been announced which will make possible the production of highly efficient and concentrated alkanolamide detergents virtually free of diluents, electrolytes and uncombined diethanolamine. The company responsible for this process of producing fatty acid diethanolamine condensates in pure form, expect that their availability will enable significant improvements in quality to be effected in the newer detergent compositions now on the market. Major advantages claimed include the following:

- a. Absence of any uncombined base making unnecessary the neutralization of uncombined diethanolamine and thus avoiding the presence of electrolytes.
- b. The reduction of fatty acids and soaps is claimed to improve the stability towards hardness with subsequent improvement of foam.

## Possible Shortage of Castor Oil

THE increasing use of castor oil as a raw material for making chemical intermediates such as isosebacic acid, may bring about a diminution of supplies available for soap making or at least a sharpening of price. Today, the chief industrial use of this natural oil is to make sebacic acid which is a vital raw material for nylon synthesis, also for plasticizers and special lubricants. Apparently, isosebacic acid is a mixture of three similar acids, one of them being sebacic acid, which research shows, can be used instead of the natural products. According to the Wall Street Journal, May 20, the price differential between isosebacic acid and pure sebacic acid is very considerable, the mixture being more than 40% cheaper than the pure acid.

## Catalytic Hydrogenation of Fatty Acids to Alcohols

A REPORT just published gives news of the new catalytic process developed by Givandan-Delawanna. This uses direct hydrogenation (no saponification or re-esterification) and a simple copper containing catalyst. Apparently, an important key to the operation is the catalyst. It is made by dissolving a copper salt in the fatty acid charge stock and is recovered, essentially complete by filtering the crude alcohol product. Hydrogenation takes place in a stainless steel, high pressure autoclave. No glycerine is lost. And because no byproducts are formed, if you commence operations with a pure fatty acid, the alcohol formed—C<sub>10</sub> to C<sub>20</sub>—can be used for some applications without further refining.

## New Source of Fatty Alcohols

A GOOD deal of interest is being taken in a new process of manufacturing fatty alcohols by the direct hydrogenation of fatty materials employing a copper-containing catalyst. According to the company pioneering this development, yields are almost theoretical and no glycerine is lost. Also, as fatty acids are available or can be produced in pure form and no byproducts are formed, it is possible to use crude fatty alcohol produced directly for some applications without further refining. In operation of the process, the copper catalyst is prepared using part of the fatty acid feed stock as solvent. The mixture is charged into a stainless steel high pressure autoclave, heated and maintained at the

reaction temperature while hydrogen is introduced until hydrogenation is complete. After cooling, the crude alcohol is filtered to recover the catalyst and is then ready for shipment if the crude product is desired, or for further purification if special grades are needed. The process is flexible and the same plant can produce alcohols varying in molecular weight from C<sub>10</sub> to C<sub>20</sub>.

## Kaolin Oil Refining Catalyst

FOR many years researchers have been trying to produce cheaper and more efficient catalysts for oil refining, but without any great success, the familiar silica gel still being one of the best catalysts available. This material is, however, relatively expensive and supplies sometimes uncertain to maintain. For this reason, the news is welcome that a new and cheaper catalyst can be made from kaolin which is first purified and then converted into pellet forms.

## Whale Oil Output Down, Sperm Higher Last Year

Total production of whale and sperm oil during the 1954-55 Antarctic season was around 362,690 and 52,830 short tons, respectively, according to preliminary data reported to the Foreign Agricultural Service.

This represents a decrease of nearly 10 percent in whale oil production when compared with the final 1953-54 figure of 399,665 tons. Sperm oil production, however, was almost twice the 26,990 tons produced in the previous season.

Pelagic production by the nineteen expeditions operating in 1954-55 accounted for 329,720 tons of the whale oil produced and 52,070 tons of sperm oil. The remaining quantities resulted from south Georgia short-station operations.

## Intracompany Competition In Struggle for Market

A UNIQUE example of competition, and one which we shall watch with great interest, should be found in the new campaign, recently announced by the Barbasol Co., in which it will emphasize the superiority of brushless over aerosol and lather shaving creams. Barbasol, of course, is also making and selling the aerosol product. Although it is not unique for a firm to have competitive products, what is unusual is for such a company, in promoting one of its lines, to point out the "inferiority" of other products of its own

manufacture. To say that "puffed-up lathers are 90% gas" is a curious statement (aside from the merits of the charge) for a firm to make that sells that "puffed-up lather." It is unusual to see a concern deprecate one of its own products.

## Colgate Offers Soap-Detergent Buying Guide for 1955

The Industrial Sales Dept. of the Colgate-Palmolive Co. has published a new 1955 "Handy Soap and Synthetic Detergent Buying Guide," designed for industrial and institutional users of cleaning products.

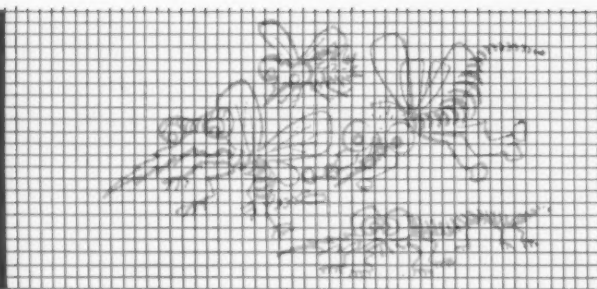
The compact, pocket-size booklet gives data on toilet and bath soaps, pumice and liquid hand soaps, packaged synthetic detergents, scouring cleanser, flakes and granulated soaps in bulk containers, and a wide variety of other industrial products. The booklet recommends uses, gives packaging and other information, all in concise, easy-to-read form.

## Soap Abstracts

**Bacteriostatic and Bactericidal Action of Preservatives.** M. v. Schelhorn (Inst. Food Technol., Munich, Ger.). Arch. Mikrobiol. 19, 30-44 (1953).—The bacteriostatic and bactericidal actions of benzoic (I), salicylic (II), formic (III), propionic (IV), and sulfuric (V) acids on cells of *Hansensula anomala*, *Saccharomyces cerevisiae*, *Penicillium glaucum*, and *Aspergillus niger* were studied. To achieve a 99.99% destruction of cells in 10 min. the following molar concns. of the preservatives were used in the medium at pH 3.0: I, 0.026; II, 0.0031; III, 0.24; IV, 0.82; and V, 0.0009 H<sub>2</sub>SO<sub>4</sub> plus 0.015 HSO<sub>4</sub><sup>-</sup>. At concns. lower than those required for the rapid killing of the cells, a gradual decrease in the death rates occurred and occasionally the inhibition ceased completely and an initiation of growth was observed. A bacteriostatic action could not be observed over long periods of time. The death rate was studied under various temp. conditions, concns. of the preservatives and compn. of the nutrient medium. Thru C. A. 49, 5586 h.

**Antioxidant Compositions.** Barbara T. Lehmann and Betty M. Watts (Montanto Chem. Co.). U.S. 2,707,154. The antioxidant mixture consists of the following compounds in proportions to make up 100% by wt.: 1 to 10% phenolic antioxidant, 10 to 80% of ascorbic acid or its alkali metal salts, and 10 to 80% of dehydrated sodium or potassium phosphates. Thru J. Am. Oil Chemists' Soc. 32, 377 (1955).

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# Chemical Abstracts

**Thioglycolic Acid.** Mareyoshi Momoi and Masaari Imamiya (to Shinetsu Chemical Industries Co.). *Japan*. 4158 ('52) Oct. 14.— $\text{ClCH}_2\text{CO}_2\text{H}$  94.5 in water 189 is neutralized with  $\text{Na}_2\text{CO}_3$ , and the soln. heated 1 hr. with  $(\text{NH}_4)_2\text{CS}$  76 in  $\text{H}_2\text{O}$  380 g. to give quant. yield of pseudothiohydantoin (2-imino-4-thiazolidone) (I); 130 g. I treated with 2 mols. 20%  $\text{NaOH}$ , heated 1 hr. on a water bath, cooled, acidified with  $\text{HCl}$ , extd. with  $\text{Et}_2\text{O}$ , and distd. yielded 80%  $\text{CH}_2(\text{SH})\text{CO}_2\text{H}$ ,  $b_{23}$  115-116. Thru *C.A.*

**Sorbitan Trioleate and Sorbitan Monostearate in Cosmetics.** Helmut Führer. *Seifen-Öle-Fette-Wachse* 79, 605-6 (1953).—Sorbitan (sorbitol from which 1 mole  $\text{H}_2\text{O}$  has been split off) trioleate and monostearate are useful as emulsifiers in cosmetics. Formulations are given. Thru *C.A.*

**Duplicating Jasmine Perfume.** Shri Chand Jain (Rishaon and Kailash, New Delhi). *J. and Proc. Oil Technol. Assoc., Kanpur, India*, 7, 60-1 (1951).—An artificial jasmine oil is made with the following compn.: benzyl acetate 48, linalool 15, benzyl alcohol 10, linalyl acetate 7.5, resinoid benzoin 4.0, amylcinnamaldehyde 4.0, ylang ylang oil 3.0, geranio 2.5 benzyl propionate 2.0, methyl anthranilate 1.5, terpineol 1.0, geranyl acetate 0.5, p-cresol phenylacetate 0.5, and indole 0.5. *C.A.* Vol. 48, No. 14, p. 8491.

**Fatty Alcohols.** K. B. Kulkarni (Univ. Bombay). *Bombay Technologist* 2, 37-43 (1952).—A review of the high pressure,  $\text{Na}$ , and  $\text{EtAlH}_4$  reduction, "oxo," "Synol," and electrolytic oxidation processes for prepn. of fatty alcs., and of their use in the detergent industry. Thru *C.A.*

**Synthetic Colours in Use in the Pharmaceutical and Food Industries. New Methods of Extraction, Separation, Identification and Assay.** I. W. Lhoest (*J. Pharm. Belg.*, 1953, 8, 3-4, 119-145).—The extraction of synthetic dyes from various classes of products is described. Water-sol. and unfixed dyes can be extracted by dyeing wool in soln. acidified to 2 per cent with tartaric acid. Meat dyes are extracted by destruction of the proteins with pepsin; vegetable dyes are similarly separated by enzyme action on the substrate and subsequent ether extraction of the chlorophyll after acidification with  $\text{HCl}$ . Dyes present in starchy

foods are separated from gluten by the action of pepsin, and oil dyes are extracted into light petroleum and separated by chromatography on an alumina column. *Analytical Abstracts*, May, 1954. Abstr. 987.

**Castor-Oil Substitute.** S. Yoritachi, Japan, 4534 ('51).—A mixture of 100 kg. soybean oil, 10 kg. 95% acetic acid, 25 kg. 30%  $\text{H}_2\text{O}_2$  is heated for 1 hr. at 65-75°, for 1 hr. at 79-90°, and then heated for 2 hrs. at 90-102°. The product is neutralized with alkali, washed with water, and dehydrated. (Chem. Abs. 47, 3012). *J. A. O. C.*, 30, 6, 1953.

**Diffusibility of Antibiotics from Dermal Creams and Ointments.** H. Velu, R. Claude, M. Peyre, and R. Viennet (Roussel-Sofrapen, Paris-Romainville). *Ann. pharm. franc.* 11, 675-84 (1953).—Diffusibility, as well as the concn. of the antibiotic, is important for judging ointments. Diffusibility is detd. by placing the ointment into gelose-medium dialyzers, one sample being removed every 10 min. For products which diffuse slowly the dialyzers are placed in  $\text{H}_2\text{O}$  and a sample is removed every hr. Through *C.A.*

**A Study of the Swelling of Hair in Thioglycolate Solutions and Its Reversing.** D. H. Powers and G. Barnett (Warner-Hudnut Co., Inc., New York, N. Y.). *J. Soc. Cosmetic Chemists* 4, 92-100 (1953).—The swelling action on hair of thioglycolate (I) solns. shows a marked increase at concns. above 4% and pH values greater than 9. Solns. of I cause reduction and hydrolysis of the hair. However, careful control of the neutralization process makes it possible to restore the hair to nearly its original pre-swollen condition. Henry J. Wing. Thru *C.A.*

**Antioxidants of Lipide Products.** Hideya Funabashi. Koryo (Aromatics) No. 22, 38-45 (1952).—Review. The 6 antioxidants for food, nordihydro-guaiaretic acid, n-propyl gallate, ethyl protocatechuate, sustane, and isosafroegenol are principally discussed.—*C.A.*, 47, 10, 5139, 1953.

**Mixtures of Emulsifying Agents.** G. Eckert and C. J. Griffiths (Univ. Sydney). *Australasian J. Pharm.* 35, 351-2 (1954).—A no. of cream bases, prepd. with varying amts. of  $\text{H}_2\text{O}$ , emulsifying wax, and wool alcs. have been prepd. and examd. for stability. The results, representing varying proportions of emulsifying agents in the

presence of 30, 50, 60 and 70% of water, are set out diagrammatically, shaded areas indicating mixts. either unstable or variable between o/w and w/o type. These data should make it possible to predict the behavior of emulsions or adjust formulas for greater stability. Thru *C.A.* 9628e.

**Toothpastes.** J. R. Gwilt (Chas. H. Phillips Chem. Co., Ltd., Acton, London). *Perfumery Essent. Oil Record* 45, 87-90 (1954).—Formulation, manufg., packaging, specifications, and recent developments are discussed. Thru *C.A.* 9628f.

**Variability of Hairs, Its Causes and Possible Measurement.** Dr. Hans Freytag. *Fette-Seifen-Anstrichmittel*, 56, Nr. 6, 415 (1954).—The variability of hairs is not arithmetical as in a random distribution, but geometrical and typical for living things. In order to determine whether certain physical or chemical influences on hairs are characteristic or not, statistical investigation is necessary. Experiments on the influence of various agents on hairs were worked out statistically showing the value of this method. Thru *C.A.*

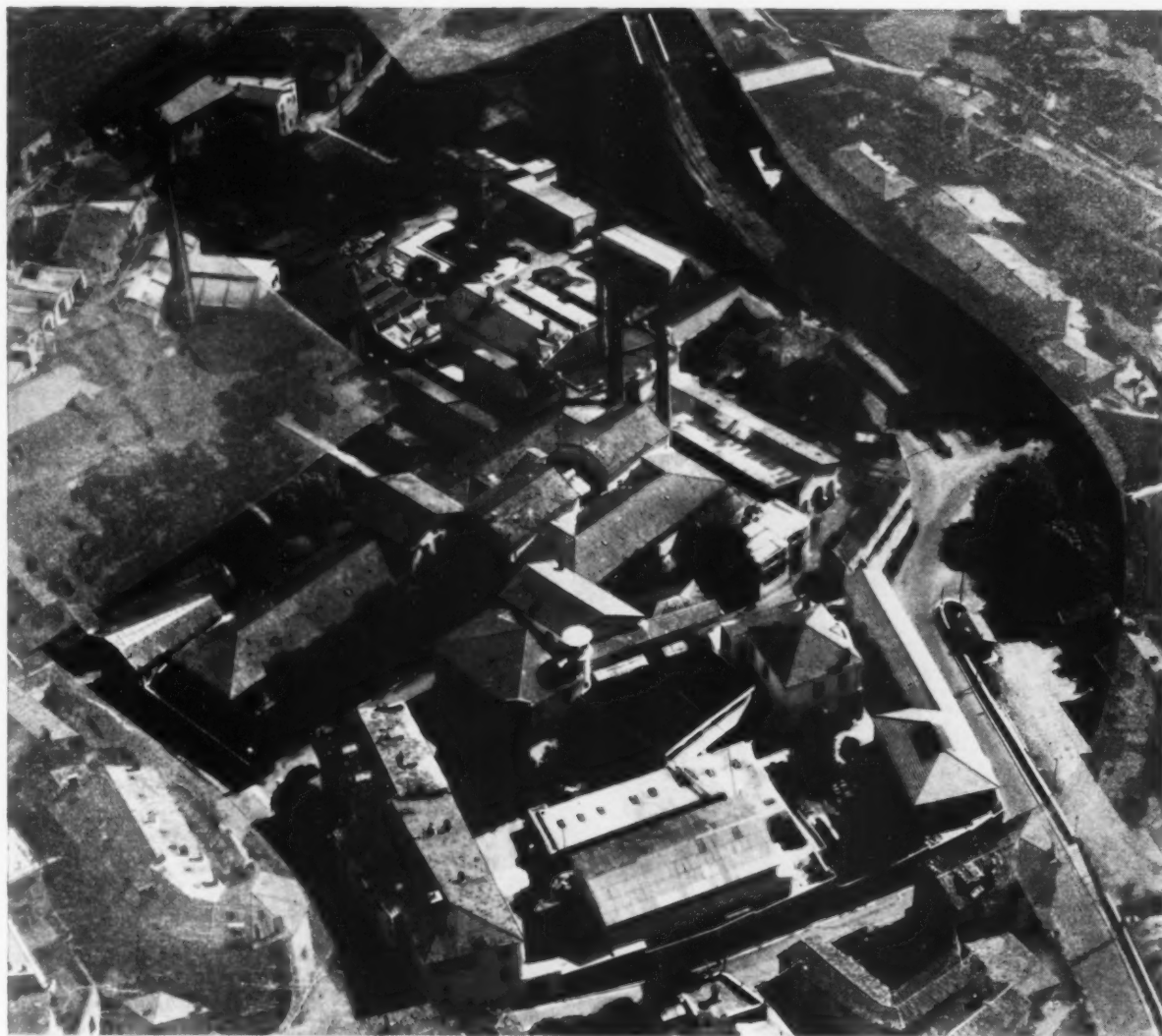
**A Study of Anti-Infectives in Dermatologic Emulsions. I. Factors Affecting the Release in Vitro of Certain Anti-infectives from Emulsions.** By Krishna C. Varman, Nathan A. Hall, and L. Wait Rising.—Simple basic emulsions were prepared containing potassium penicillin G, chlortetracycline hydrochloride, chloramphenicol, bacitracin, streptomycin sulfate, Actamer (2,2'-dithio-bis-4,6-dichlorophenol) and hexachlorophene. The influence of variation on the antibacterial activity of each preparation was measured by the agar-cup-plate method. Factors which were studied were: the nature of the emulsifying agent, the concentration of the emulsifying agent, the nature of the oil phase, and the oil-water ratio. Arlacel 60 was used to emulsify the antibiotics and Tween 80 for the chlorinated phenols. The basic emulsion contained 50 parts oil, 50 parts water, emulsifier 1½ parts, eight parts anionic, 2 cationic and four nonionic emulsifiers were used. Nine different oils were tested, including soyabean, olive, sesame, castor, cottonseed, corn peanut and both light and heavy mineral oils. *J. Am. Pharm. Assoc.* 44, 336-338 (1955).

**An Evaluation of the Emulsifying Properties of Carrageenin.** B. W. Fitzgerald and D. M. Skauen. *J. Am. Pharm. Assoc.* 44, 358-361 (1955).—A comparison between various emulsions made with carrageenin and acacia as a standard was made. Individual emulsions were evaluated on the basis of viscosity and particle counts.

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August, 1955 65



# NEWS and EVENTS

## Firmenich Villa Acts as Little White House at Summit Talks

Andre Firmenich, chairman of the board of Firmenich Inc., New York, and senior partner of Firmenich & Cie, Geneva, Switzerland, loaned his



Andre Firmenich

palatial villa "Creux de Genthod," on the shores of Lake Geneva to be the residence and temporary "Little White House" of President Dwight D. Eisen-

hower during the recent Big Four meeting in Geneva.

During the conference Mr. Firmenich spent his time aboard his yacht Ylliam IX at Sandham, Sweden. While at this Swedish resort Mr. Firmenich raced his yacht in the Jubilee Regatta of the 125th anniversary of the Royal Swedish Yacht Club and won for the third time, the International One Ton Cup in the six meter class.

For many years Mr. Firmenich has visited the United States annually where he has won a host of friends in all sections of the country.

## New Foot Cream, Foot Treatment by Catherine's

A new foot cream called Feet Treat has been introduced by Catherine's Correct Cosmetics, Inc., Detroit, Mich.

It is claimed to combat athlete's foot, deodorize the feet, soften calluses and may be used to soothe the skin after shaving of the legs. The new product is to be sold in cosmetic departments in a 4 1/4-ounce bottle for \$2.

## Hazel Bishop Inc. Fails to Declare Quarterly Dividend

Hazel Bishop Inc. failed to declare its regular quarterly dividend. High cost color television advertising which didn't produce as well as less spectacular advertising was blamed in part for the action of the directors. The company paid 12 1/2¢ each in February and May of this year and a similar amount was paid in November 1954. Operations for the past six months ended April 30 were not profitable although, as a spokesman declared, operations for the past three months have been profitable.

Raymond Spector, chairman, expects sales for the fiscal year ending Oct. 31 to be around \$16,000,000, an increase of 25% over the previous year. Non-recurring expense of about \$500,000 spent on getting Hazel Bishop Inc. into its own manufacturing operations early this year was given as one of the reasons for the dividend omission.

## Helene Curtis Abandons "Nay" Trademark for Deodorant

Helene Curtis Industries has withdrawn its trade name "Nay" for its new deodorant and replaced it with "Theme." The new spray deodorant is being promoted under its new name. It was found that a deodorant called Ney had been marketed for several years but the trade mark had expired. Under the common law any party involved in the marketing of a product, even though the trade mark has expired, can protect the name.

## Mennen Co. Enters Women's Cosmetic Field

The Mennen Co. will enter the women's cosmetic field in September when it introduces a lotion, Mennen Skin Magic, to retail at \$1. The company entered the field because of the favorable acceptance by mothers of its Mennen Baby Magic.



Andre Firmenich's Villa "Creux de Genthod" in Geneva

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## Sims Elected President of Colgate-Palmolive Co.

William Lee Sims II, associated with the Colgate-Palmolive Co. since 1924, has been elected its new president.

Ralph A. Hart has been elected vice president of the company and also has been elected to succeed Mr. Sims as president of Colgate-Palmolive International.

Mr. Sims came to Colgate in 1924 as a salesman. He has been vice president in charge of the company's foreign operations since 1945 and executive vice president since 1952. He became a director of the company in 1946 and a member of the executive committee in 1953.



William Lee Sims II

Mr. Sims was manager of the company's subsidiary in Italy from its formation in 1927 until 1930, when he was placed in charge of 10 subsidiaries in continental Europe, with headquar-



Ralph A. Hart

ters in Paris. After returning to the United States in 1940, following the outbreak of World War II, he became assistant to Mr. Little, who was then president of the company.

During 1943 and 1944 Mr. Sims served with the Office of Price Administration as head of its chemical and drug unit in Washington, D. C. Upon returning to the company in 1945, he was elected vice president in charge of the company's foreign sales.

When Colgate-Palmolive International was formed in 1953, Mr. Sims became its first president, continuing as

executive vice president of the parent company. The international operations are carried on through 28 subsidiaries, five branches and an export department, and employs about 12,000 persons outside the United States. Foreign sales have increased from \$41,000,000 in 1945 to \$162,500,000 in 1954.

Mr. Hart started with the Colgate-Palmolive organization in 1932 as a salesman for its Canadian subsidiary in Toronto, advancing to the position of vice president in charge of sales and advertising of that subsidiary. He also has served as managing director of Colgate-Palmolive subsidiaries in Australia and India, and most recently as vice president of Colgate-Palmolive International in charge of European sales and advertising.

## Am. Mgmt. Assn. Expects 60,000 Turnout for '55-'56

Close to 60,000 business executives from all parts of the United States and a number of foreign countries are expected to participate in nearly 500 meetings to be sponsored during the 1955-56 fiscal year by the American Management Assn., 21,000-member management educational association.

The first of ten regular divisional conferences in seven fields of business management will be the fall Personnel Conference scheduled for September 26-28 at the Hotel Statler, New York. Later divisional conferences will include another in personnel; two each in insurance and in general management; and one each in finance, marketing, office management, and packaging. Locations will be New York, Chicago, San Francisco, and Atlantic City, N. J.

## Marquesa Endorsed Beauty Club Launched in Edinburgh, Scotland

A new and very unusual type of beauty club has been launched in Edinburgh under the name 'Caroline Castle's Club.' Sponsored by the Marquesa de Grimaldi, the basic idea of the Caroline Castle's Club is to combine beauty treatment with social activities.

The club has facilities for all the normally expected range of services: hairdressing, facials, manicures and pedicures. It also covers activities of interest to its members such as bridge, whist, dancing and square dancing. It has its own small orchestra and its own small bar where specially prepared food and drinks are available.

Planned some two years ago, the club is in the heart of Edinburgh which is becoming an increasingly cosmopolitan city with a large tourist traffic. Success of this beauty-cum-social idea is shown in the fact that even before opening, some 500 members were enrolled, of whom 106 were men.

## New Natl. Trade Show Center Opens This Fall in N. Y.

A new national trade show center is going to open this fall in New York. Located at 500 Eighth Ave. the former Ludwig-Baumann department store is now being renovated at a cost of \$2 million and will be devoted to housing all types of trade displays.

## Bill to Increase FDA Appropriations Introduced

Rep. Sullivan (D-Mo.) has introduced H. R. 7287, a bill designed to implement the findings of the Citizens Advisory Committee on the Food and Drug Administration. Mrs. Sullivan's bill would make available to FDA an additional appropriation of \$1,096,800 for the fiscal year ending June 30, 1956. This is approximately an increase of 20 per cent in the current appropriation for the Administration. In recommending immediate consideration of the measure, Mrs. Sullivan cited the report of the Advisory Committee and indicated that the additional funds were urgently needed to make possible the recommended fourfold increase in personnel and facilities for the Administration.



James J. Kerrigan (left), president, Merck & Co., Inc., hands his company's check to Samuel D. Leidesdorf, Treasurer of the National Fund for Medical Education, while S. Sloan Colt, Fund President, looks on approvingly. Receipt of the Merck & Co., Inc. gift brings the total amount contributed by the Drug Division of the National Fund for Medical Education to \$1,000,000. The National Fund for Medical Education was formed under the leadership of President Dwight D. Eisenhower, then president of Columbia University; former President Herbert Hoover, who is honorary chairman of the Fund's Board of Trustees; Dr. James B. Conant, former president of Harvard University, now High Commissioner to Germany, and other educators, university presidents and business leaders who recognized the dangers to national welfare in the medical school crisis. S. Sloan Colt, president, Bankers Trust Company, New York City, is president of the Fund. In the brief period since organization of the Fund, nearly \$9,000,000 has been raised from industry, the medical profession, foundations and individuals.

## Rene Forster Co. Moves Facilities to New Location

Rene Forster Co., Inc. has moved to new offices at 432 Fourth Ave., New York 16, N. Y. The telephone number is LExington 2-0266-7.

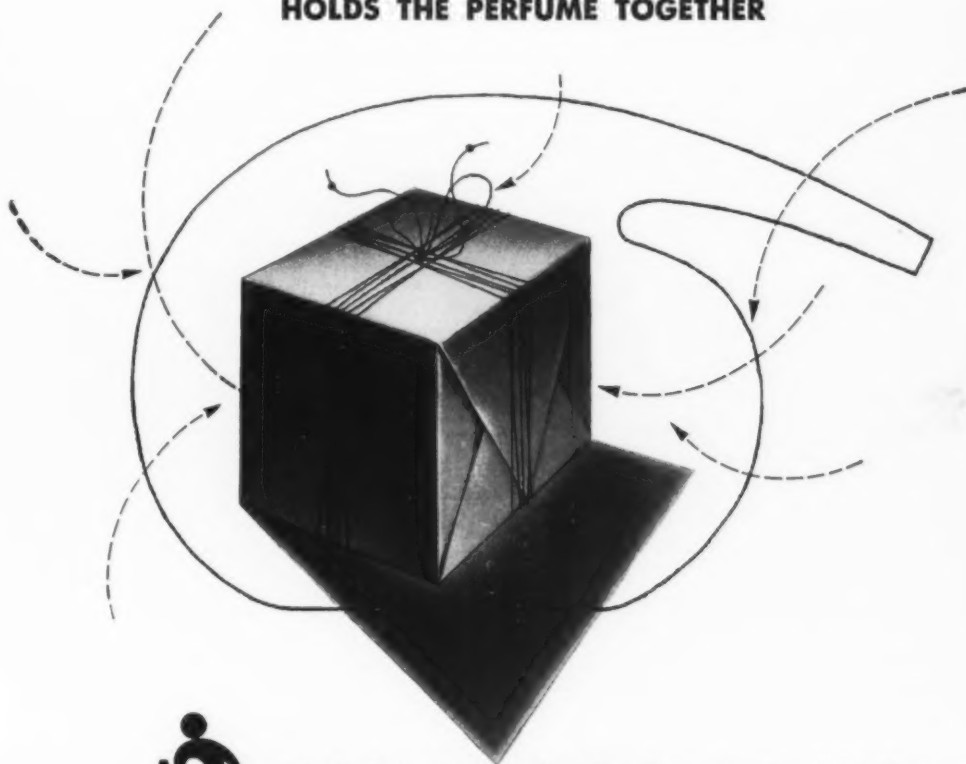
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\*Domestic and Foreign Patents applied for.

## Cosmetic Scientists to Discuss Use of Atom as Research Tool

Recognizing the current widespread interest in the adaptation of atomic by-products to peacetime civilian use, the Second Annual Seminar of the Society of Cosmetic Chemists, to be held in New York City on September 15 and 16, 1955, will feature a symposium on use of radioactive isotopes in cosmetic research. Announcement of the atomic age theme as the lead-off topic at the cosmetic seminar was made by Dr. Kenneth L. Russell, the Society's president.

Following a pattern similar to last year's initial seminar, three half-day symposiums on topics of interest to the cosmetic industry will be presented. In addition to the radioactive isotope coverage, the program assembled by Gabriel Barnett, chairman of the Cosmetic Seminar, includes discussions on aerosol products and on anti-perspirant and deodorant activity. Outstanding authorities in the respective fields have been secured as lecturers and moderators, and guest specialists have been invited to participate in the discussions that follow the papers.

A series of plant trips has been arranged as part of the program. Five major cosmetic companies have made plant tours available to the seminar subscribers on Friday afternoon, September 16. The participating companies are: Avon Products, Inc.; Bristol-Myers Co.; The Mennen Co.; Helena Rubinstein, Inc.; and Shulton, Inc.

The technical meetings will be held at the Barbizon-Plaza Hotel, with the luncheon and dinner sessions and the cocktail party at the New York Academy of Sciences Building, the Society's headquarters. Attendance at the seminar has been limited to 225 people. Subscription for the two-day meeting is \$17.50 for members of the Society and \$25.00 for non-members. Reservation forms may be obtained by writing to the Society of Cosmetic Chemists, 2 East 63rd Street, New York 21, New York.

### PROGRAM

Thursday, September 15, 1955

9:00 A.M.—Barbizon-Plaza Hotel, 101 West 58th Street

#### *The Use of Radioactive Isotopes in Cosmetic Research*

1. "Principles and Techniques of Radioisotope Applications"  
J. R. Carlin, Tracerlab Inc., Boston, Mass.
2. "The Use of Radiotracers to Study Absorption by Hair"  
Howard J. White, Jr., Associate Director of Research, Textile Research Institute, Princeton, N. J.
3. "Radioisotope Techniques in the Study of Percutaneous Absorption"  
Frederick D. Malkinson, M.D., Uni-

versity of Chicago, Department of Medicine, Chicago, Illinois.

4. "The Adsorption of N-acyl sarcosines on Protein Materials"  
Manno F. Nelson and David Stewart, Colgate-Palmolive Co., Radioisotope Laboratory, Rutgers University, New Brunswick, N. J.

Moderator: Charles E. Crompton, Assistant Director, Isotopes Division, U. S. Atomic Energy Commission, Oak Ridge, Tenn.

Guests: Victor H. Witten, M.D., New York University-Bellevue Medical Center.

Paul Numerof, Director, Radioisotope Laboratory, Squibb Institute for Medical Research, New Brunswick, N. J.

Gordon R. Molesworth, President, Molesworth Associates, Public Relations Consultants in Atomic Energy, New York, N. Y.

Martin Kuna, Bristol-Myers Co., Hillside, N. J.

Luncheon: 12:45—1:45—New York Academy of Sciences Building, 2 East 63rd Street

2:00 P.M.—Barbizon-Plaza Hotel, 101 West 58th Street

#### *Mechanism of Antiperspirant and Deodorant Activity*

1. "The Clinical Significance of Disturbances in Sweating"  
Marion B. Sulzberger, M.D., Director of Dermatology, New York University-Bellevue Medical Center
2. "The Chemical and Bacteriological Aspects of Antiperspirants and Deodorants"  
Emil G. Klarmann, Vice President and Manager of Technical Services, Lehn and Fink Inc., New York, N. Y.
3. "The Role of Apocrine Sweat in the Production of Axillary Odor"  
Walter B. Shelley, M.D., University of Pennsylvania, Department of Dermatology, Philadelphia, Pa.

Introductions: Irwin I. Lubowe, M.D., New York University-Bellevue Medical Center

Moderator: Earl O. Butcher, Chairman, Department of Anatomy, New York University College of Dentistry

Guests: Franz Herrmann, M.D., New York University—Post-Graduate Medical School

W. G. Fredell, Warner-Lambert Pharmaceutical Co., St. Louis, Missouri

W. S. Gump, Givaudan Corp., Delawanna, N. J.

Cocktails: 5:45—New York Academy of Sciences Building, 2 East 63rd Street

Dinner: 6:15

Friday, September 16, 1955

9:00 A.M.—Barbizon-Plaza Hotel, 101 West 58th Street

#### *Aerosols in the Cosmetic Industry*

1. "The Propellant in Cosmetic Aerosols"—F. T. Reed, "Kinetic" Chemicals Div., E. I. du Pont Co., Wilmington, Delaware

2. "Formulating for Pressure"—Morris J. Root, Technical Director, G. Barr & Co., Chicago, Illinois

3. "Measurement of Particle Size Distribution in Aerosols"—Morris A. Fischer, Armour Research Foundation of the Illinois Institute of Technology, Chicago, Illinois

4. "Thermodynamics of Spray Formation"—J. L. York, University of Michigan, Ann Arbor, Michigan

Moderator: H. R. Shepherd, Vice President, Connecticut Chemical Research Corp., Bridgeport, Conn.

Guests: W. E. Ranz, The Pennsylvania State University, University Park, Pa.

Victor K. La Mer, Department of Chemistry, Columbia University, New York, N. Y.

John H. Beacher, Technical Service Department, General Chemical Division, Allied Chemical & Dye Corp., Edgewater, N. J.

Frederick G. Lodes, Precision Valve Corp., Yonkers, N. Y.

Luncheon: 12:15—New York Academy of Sciences Building, 2 East 63rd Street

### PLANT TRIPS

Mennen	Morristown, N. J.
Shulton	Clifton, N. J.
Bristol-Myers	Hillside, N. J.
Avon	Suffern, N. Y.
Helena Rubinstein	Roslyn, Long Island

## Fall & Xmas Merchandise Unveiled by Houbigant

Houbigant Sales Corp. recently concluded its annual sales convention at Mo-nom-o-nock Inn, Mountainhome, Pa. Executives, sales representatives from the United States and Canada, and advertising officials attended.

New Fall and Christmas merchandise was unveiled by H. T. "Bert" Georgi, sales manager, and Pierre Harang, vice president, who also outlined company policy for the coming year. Andre Wick, president, Jacques Manoha and Gerard Bungener, vice presidents, and Alvin Welzel, promotion manager, participated in the discussions.

The fact that allantoin, a medically accepted and proven effective healing agent, is now incorporated in Quelques Fleurs hand lotion was emphasized, and effort will be placed on the \$1.00 bottle with free dispenser, as well as a gift trio for \$1.00.

Highlight of the convention was the showing of new packaging called "Giftorama," which gives a three-dimensional effect and is good for display. It is available in three sets—one at \$3.50 and two at \$5.00.



While in Paris recently, Oscar Kolin, vice president of Helena Rubinstein, Inc., was present (at left, in picture) at a moving ceremony honoring Mme. Alice Fischer, directress of the Hair Dept. of the company's Paris salon. For her courageous work with the Resistance during the war, Mme. Fischer received the military medal and the Croix de Guerre with Palm—a double decoration which is a high distinction conferred upon few women. The decorations were presented by General Ganeval, Chef de la Maison Militaire of the President of the Republic, and Mme. Fischer was surrounded by her friends in the company and from France Combattante. The ceremony was held in Helena Rubinstein's newly decorated Paris salon, opened that day.

#### Symposium on X-Ray Analyses Held in Colorado

The fourth annual symposium on Industrial Applications of X-Ray Analyses was held, August 11-12, in Denver,

Colo. The symposium was sponsored by the Denver Research Institute, University of Denver.

Featured discussions at the symposium were: "Applications of X-Ray Fluorescence Spectroscopy to Analytical Problems in the U. S. Geological Survey"; "New Instruments and Techniques Applicable to X-Ray Spectrochemical Analysis"; "Microanalysis by X-Ray Spectrography"; "Quantitative Analysis Using Internal Standards in X-Ray Spectroscopy"; "Quantitative Determination of Titanium and Iron in Rutile by X-Ray Spectrographic Method of Analysis of Uranium and Thorium."

#### U. S. Tariff Comm. Issues Flavor, Perfume Statistics

The United States Tariff Commission has released preliminary statistics on U. S. production and sales of flavor and perfume materials in 1954. According to the report, the total output of flavor and perfume materials in 1954 was 35,000,000 pounds, an increase of 3% compared with the 34,000,000 pounds reported for 1953. Sales for 1954 amounted to 31,000,000 pounds, valued at \$47,000,000—about the same as in 1953.

Production of acyclic flavor and perfume materials amounted to 22,000,000 pounds, 22% more than the 18,

000,000 pounds reported for 1953. Sales of cyclic materials were 18,000,000 pounds, valued at \$21,000,000 compared with 17,000,000 pounds, valued at \$21,000,000, for 1953.

Production of acyclic flavor and perfume materials amounted to 13,000,000 pounds, 13% less than the 15,000,000 pounds reported for 1953. The most important of the acyclic materials was mono-sodium glutamate, the production of which totaled almost 13,000,000 pounds. Sales of acyclic materials amounted to 13,000,000 pounds valued at \$20,000,000 compared with 15,000,000 pounds valued at \$25,000,000 sales in 1953.

#### Pharmacist Needn't Fear Competition—Rexall's Kennedy

The Pharmacist will have little to fear from outside competition so long as high standards of quality, service, salesmanship are rigidly maintained and professional ethics scrupulously observed at educational and retail levels.

That is the opinion of John Rexall Kennedy, chairman of the board, Rexall Drug Co. Ltd., Toronto, Ont., Canada. According to Mr. Kennedy, this is based on a comprehensive knowledge of Canada's pharmaceutical trade. Mr. Kennedy is celebrating his 50th year in the cosmetic business.

## American Aromatics



*Perfume Compositions*

*Essential Oils*

*Aromatic Chemicals*



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Stanton Sales Co., 40 E. 40th St., New York 16, N. Y.

McNerney Chemical Corp., Los Angeles 23, Cal.

V. & S. Morch, 6346 MacDonald Ave., Montreal 29, Que.

## Ralph M. Stevenson Honored For 50 Years in Cosmetic Industry

Ralph M. Stevenson was honored at an outing at the Grosse Ile Country Club and the Knudsen Estate, in Grosse Ile, Mich., for his 50 active years in the chemical industry.

Mr. Stevenson was born in London, Ont., Canada, and after his graduation from public school in 1905, his family moved to Detroit.

In quest of a temporary job, by mere chance, he applied at Parke, Davis & Co. and stayed there for ten years during which time he completed his high school education and was graduated from the Detroit Institute of Technology, School of Pharmacy, in 1913. He became a buyer for Parke, Davis & Co. handling the purchases of Crude Drugs, Gums, etc.



R. M. Stevenson

In 1915 he accepted an opportunity to be manager for the newly opened New York Branch of a Minneapolis company, specializing in the importation of Crude Drugs and Spices, and in 1917, was transferred to the home office as sales manager.

In 1919 returning to New York, he took charge of sales for a newly organized British American company with branches in several European and far eastern countries dealing in the importation of essential oils, spices, drugs, etc. Unfortunately, this business was unprofitable, so capitalizing on the experience and contacts developed, he returned to Detroit in 1923 to establish a Manufacturer's Agency, handling products used primarily by the pharmaceutical, cosmetic and associated industries.

In 1935 Mr. Stevenson accepted an offer as the sales manager for Givaudan-Delawanna in New York and went through the difficult but stimulating World War II period in that capacity. In 1948, he decided that he preferred the Middle West and returned to Detroit to re-associate himself with the agency which had been carried on by his son, John, up to the time of John's enlistment in the military service.

As a result of his wide experience in

aromatic chemicals and associated products while sales manager of Givaudan-Delawanna, he was during the Korean War appointed section chief covering fine chemicals and essential oils in the Drug and Chemical Branch of the Office of Price Stabilization in Washington and commuted between Washington and Detroit until his tour of duty was completed.

## Cosmetic and Drug Distribution in Food Stores

In the 1954 Nielsen Report to Retail Food Stores, a report is given on the distribution of Drug items in food stores for a United States total.

In 1954, 87 per cent of food stores stocking, distributed dentrifices, 77 per cent of 299,000 food stores stocking were reported to have stocked shaving creams; 68 per cent of 264,000 food stores stocking, stocked hand lotions; 63 per cent of 245,000 food stores stocking, stocked deodorants; 55 per cent of 214,000 food stores stocking, handled after shave lotions; and 45 per cent of 175,000 food stores stocking, handled permanent wave sets.

The division of sales between drug and food stores for 20 drug commodities was as follows: of a total volume growth index of 112, the volume change or drug store sales in 1954 as compared with 1952 was 59 per cent—a decrease of 1 per cent. In food store sales, the volume change of a growth volume index of 112 for 1954 as compared with 1952 was 41 per cent—an increase of 35 per cent.

## Indian Castor Bean Output Given for 1954-55

India's 1954-55 castor bean production has been placed at 125,440 short tons from 1,273,000 acres, according to the final official estimate, the Foreign Agricultural Service has stated.

This estimate represents a 4 per cent increase from the estimate for the 1953-54 crop of 120,960 tons from 1,373,000 acres.

Exports of castor oil will continue to be licensed freely on shipping bills up to the end of August, 1955, to all permissible destinations, it was added. The export duty remains unchanged on the oil at 125 rupees per long ton (\$23.44 per short ton).

## Emery Industries Completes Twitchell Memorial Lab

The unending search for new and improved products and processes in the fats and oils field will now be conducted in the new Twitchell Memorial Laboratories recently completed by Emery Industries, Inc., Cincinnati, Ohio.

Dedicated to Dr. Ernest Twitchell, Emery's first research chemist, and built at a cost of over \$800,000, the new three story, L-shaped building provides 30,000 sq. ft. of floor space for 28 individual laboratories.



George Mennen (right), vice president in charge of manufacturing of the Mennen Co., Morristown, N. J., was host recently to Herald Tribune Fresh Air Fund youngsters, Marybeth Allen 9, and Robert Hoffman 14, of New York. Winners of an Essay Contest sponsored by the New York Herald Tribune, both children toured the Mennen plant and visited Washington's headquarters in Morristown. They are shown here receiving \$100 U. S. Savings Bonds from Mr. Mennen, whose company provided first prize awards in the Fresh Air Fund Essay Contest.

## Hazel Bishop Inc. Increases Lipstick Price to \$1.25

Effective September 1 the Hazel Bishop long lasting lipstick will be increased from \$1.10 to \$1.25. Wholesale prices will be increased at the same time. Norman Jay, president of Hazel Bishop Inc. stated that prices were raised not only on account of increased manufacturing costs but also to answer the retailers' need for increased profits to meet their own rising costs.



As a memento of National Dairy Month, the fabulous Milkmaid Cow, Sweet Genevieve, who was feted in Dairyland in June, sent this gift basket of Milkmaid products to Mrs. Dwight D. Eisenhower at the Gettysburg Farm, where cows of another breed (Black Angus), are being raised by the President. Although she is a dreamy creation of blue cellophane, flower garlanded and built on aluminum tubing, the Milkmaid Cow is an honorary member of the Wisconsin Brown Swiss Assn., to which she was elected on her visit to Milwaukee in June, on this occasion being officially welcomed to Dairyland by Lieut. Governor Warren P. Knowles and representatives of various dairy industries.



One of the informal groups at the Summer meeting of the Drug, Cosmetic & Chemical Credit Men's Assn. Among the former and present officers of the association in this group are W. E. Foster, Louis Candee and Harold E. Mix and counsel Jacob Gottesman.

### Montenier and C. A. Rolley Advertise Cooperatively

The recent Stopette Summer 'N' Sun Combination Offer was a Stopette promotion wherein Jules Montenier Inc. offered consumers a 1-ounce tube of Sea & Ski Tanning Lotion manufactured by C. A. Rolley.

This offer was extensively advertised by Montenier on its "What's My Line" television show, as well as in quite a number of magazines and Sunday supplements in rotogravure. The Sea & Ski people also mentioned the availability of a 1-ounce tube with a purchase of a bottle of Stopette Spray Deodorant at the regular price in their advertising.

### Consolidated Cosmetics Changes Name to Lanolin Plus, Inc.

Consolidated Cosmetics, Inc., manufacturers and distributors of the extensive Lanolin Plus line, announces that it has officially changed its name to Lanolin Plus, Inc.

In making this announcement, Dr. Joseph Schultz, president of the newly-named company, points out that this change was made in order to identify itself more closely with the products for which it is best known. Lanolin Plus, Inc. makes more than 14 different cosmetics for the hair, skin and lips.

In line with an extensive program under way, including the introduction of several products under development, Dr. Schultz states the company has scheduled for this Fall the biggest, most comprehensive advertising campaign in the history of Lanolin Plus.

### Syntomatic Corp. Offers All Purpose Odor

Syntomatic Corp., New York, has distributed blotters scented over sixteen months ago with an all-purpose odor called "Amasol Extra." The lapse of time is pointed out as demonstrating the lasting power of the fragrance, "Amasol Extra," the company states, can be used alone or in conjunction with other perfume bases. It is being sold by the pound.



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with  
Better Compounds



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Essential Oils

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## Swissair Introduces "P-6" Air Freshener for Planes

All aircraft belonging to Swissair, the airline to Switzerland, are to be fitted with "P-6", a new scientific device which completely eliminates tobacco and cooking odors, and prevents air-sickness and nausea.

"P-6" will keep the interior of all Swissair planes completely fresh and clear no matter how long the journey, the air line claims. For the first time, cigar-smoking will actually be encouraged on Swissair flights, because with "P-6" there is no chance of the smoke or smell disturbing other passengers, according to the company. "P-6" itself is odorless. Instead of filling the air with perfume, it acts chemically to overcome smoke and fumes.

## Beauty & Barber Supply Inst. Holds Convention

The fifty-first annual convention of The Beauty and Barber Supply Institute, Inc. was held August 14-18 at the Statler Hotel, New York City. Augmenting the extensive business sessions, a special social program with elaborate entertainment, beginning with the dinner, Get-To-Gether Dance and Floor Show, was held Monday evening, August 15. Two Howard Lanin orchestras played for dancing in the Cafe Rouge and Keystone Room, with special dance instructors on hand for audience participation.

Producer Lanin's "Latin Festival" included internationally famous stage, screen and TV stars who honored the one thousand delegates from all states of the union, Canada, and Central and South America.



Make-up advice for Miss Japan—The importance of a correct lipstick application is described by Max Factor, Jr., noted Hollywood make-up authority, on the day Keiko Takahashi, "Miss Japan" in the 1955 "Miss Universe" beauty pageant, visited the famed Max Factor Hollywood Salon.



An exciting moment is depicted here as the three judges of Shulton's highly successful Old Spice Father's Day Window Contest make their selection of winners from among the thousands of entries. Judges are (seated, left to right) Ted Boytos, Managing Editor, Beauty Fashion; Tom Lee, Display Consultant, Tom Lee, Ltd.; Lou Kazin, Associate Editor, Drug Topics. Looking in on the proceedings are Miss Maxine Rowland, Shulton's Advertising Manager, and Frank Carpenter, Shulton's Vice President—Sales. Six prizes will be awarded in each of three separate categories—a total of \$5775. Winners will be announced August 15th.

## John D. Walsh Co. Representing H. Reynaud & Fils of France

The John D. Walsh Co., New York, has been appointed exclusive agent in the United States for H. Reynaud & Fils, Montbrun-les-Bains, France, producers of French oils.

## Helene Curtis Withdraws New "Nay" Trade Mark for Deodorant

Helene Curtis Industries has withdrawn the trade name "Nay" for its new deodorant and replaced it with "Theme." It was discovered that a deodorant with the name "Ney" had been marketed for several years but the trade mark had expired. The common law provides that any party involved in the marketing of a product, even though the trade mark has expired, can protect the name. The present owner of the trade mark "Ney" is a mystery. It was sold by Myers Laboratories, Warren, Pa. some months ago, which retained the right to produce and fill orders without doing any promotion.

## Owens-Illinois Breaks Ground For New Oregon Plant

Ground-breaking ceremonies for Portland's Owens-Illinois glass container manufacturing plant, scheduled to be one of the most modern of its kind in the nation, were held July 12, with Governor Paul L. Patterson, Mayor Fred L. Peterson, other city

officials and company representatives in attendance.

The new glass plant, to be located on a 70-acre site, will consist of four buildings, including a main factory, warehouse, batch house and compressor building.

The new Owens-Illinois installation will supply a variety of glass containers to bottlers and packers in the Greater Northwest.



Time Capsule Buried at Glass Plant Site—When Owens-Illinois broke ground (July 12) for its Portland plant, company officials sunk a sealed, 5-gallon bottle beneath the plant site containing mementos of the day's events. The glass plant is scheduled to be completed in mid-1956, but the glass time capsule will not be opened until the year 2006. Seen above, prepared to bury the glass time capsule, are: Glenn W. Westfall, plant contractor; Waldemar Funke, chief engineer, Pacific Coast Division, Owens-Illinois; H. A. Anderson, plant contractor, and H. S. Wade, vice president and general manager, Pacific Coast Division, Owens-Illinois.

### "Radio-Active Isotopes" Topic At Drug Show

A physicians-pharmacists forum on the subject of "Radio-Active Isotopes in Medicine and in Pharmacy" will be one of the featured events of the three-day Drug Show to be held at the Hotel Statler, New York, on Wednesday evening, September 21.

### NBBMA to Hold Organizational Breakfast Meeting

The Board of Directors of the National Beauty and Barber Manufacturers' Assn. will hold an Organizational Breakfast Meeting on Wednesday morning, August 31, in the Empire Suite, Hotel Statler, New York City.

### Colgate Offers Soap-Detergent Buying Guide for 1955

The Industrial Sales Dept. of the Colgate-Palmolive Co. has published a new 1955 "Handy Soap and Synthetic Detergent Buying Guide," designed for industrial and institutional users of cleaning products.

The compact, pocket-size booklet gives data on toilet and bath soaps, pumice and liquid hand soaps, packaged synthetic detergents, scouring cleanser, flakes and granulated soaps in

bulk containers, and a wide variety of other industrial products. The booklet recommends uses, gives packaging and other information, all in concise, easy-to-read form.

### Obituary

#### Sylvain Fontanes

Sylvain Fontanes, partner and managing director of Givaudan & Cie., Paris and Lyons, France, an associate company of Givaudan-Delawanna, Inc.,



Sylvain Fontanes

New York, died suddenly July 27 after more than 55 years of successful association with the company. He is survived by his widow, his children and grandchildren.

Mr. Fontanes, a prominent and venerated figure in the French perfume industry, was a pioneer in the development of the synthetic aromatic chemical industry in Europe. He devoted his entire life to the perfume and toilettries field, and was an honorary president of the National Syndicate of French Manufacturers of Synthetic Aromatic Chemicals. In 1950, he was honored by the French Government with its highest award, the Legion of Honor.

#### William Schilling Jr.

William Schilling Jr., secretary of the Norda Essential Oil & Chemical Co., died July 15. He had been connected with the essential oil and aromatic chemical industry for almost 40 years and had been with Norda for the past quarter century. Prior to that he was with L. A. Van Dyk. He was active in the work of the Essential Oil Assn. of the U. S. A. of which he was a former president and he also served as president of the Vanilla Bean Assn. a few years ago. He was well known throughout the industry and prepared several reports for the Flavoring Extract Manufacturers Assn. in whose work he was especially interested. Mr. Schilling was 63 years old and is survived by his wife, a daughter and a granddaughter.

## Plymouth

## ESTABLISHED QUALITY SPECIALTIES

**Ozokerite Waxes** Both White and Yellow Ozokerite in a variety of melting points are available. We believe oil retention properties to be better than any other similar products commercially available.

**Ceresin Waxes** Plymouth White Ceresin Waxes are a standard of quality for the formulation of the finest cold creams. These waxes are available in a range of melting points and degrees of absorbency.

**Crystal "E" Oil** This 70 Viscosity Technical White Oil (meeting U.S.P. Acid Test) is considered more advantageous for many cosmetic formulations than higher viscosity N.F. Oils.

**Special Petrolatums** If natural Petrolatums will not "do the job", Investigate our Special Petrolatums tailored to individual requirements.

Lanolin, U.S.P. and Cosmetic.  
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### **Naarden Appoints New Purchasing Agents**

N. V. Chemische "Naarden" has announced the appointment of three men as new purchasing agents for the company, having become effective on July 1.

The new agents are: J. Dopper, H. T. C. Koning and W. R. M. Woltjer.

### **Motion Picture Academy Warns—No Commercial Use of "Oscar"**

Citing a recent decision by the United States Court of Customs and Patent Appeals, George Seaton, president of the Academy of Motion Picture Arts and Sciences, has warned manufacturers and retailers against commercial uses of the Academy's Award statuette, commonly called the "Oscar," and the phrase "Academy Award" in connection with products offered for sale.

"The significance of the Academy Awards is such that we cannot permit the Oscar to be 'tarnished' by commercial exploitation," said Seaton, "and using our copyright and trade mark property to promote sales is not only a legal infringement of the Academy's

rights, but is unfair competition.

"The manufacture of any reproduction of the statuette by anyone other than the one firm licensed by the Academy to make the official trophies is in violation of the Academy's rights."

### **August Better Living Features Specially Designed Beauty Aids**

"Cross-Country Beauties," a unique beauty products feature in the August issue of Better Living Magazine, tells of six different beauty formulas for six different parts of the country that include more than 30 essential beauty preparations.

The issue can be found in super markets throughout the United States and Canada.

### **Merle Norman to Launch New Promotion Campaign**

A new national and international campaign for Merle Norman Cosmetics has been revealed by Anderson-McConnell Advertising Agency, recently appointed by Merle Norman to handle all advertising for her cosmetic company.

Full page color ads and smaller

black and white units will be carried in leading women's fashion magazines.

Currently there are 1061 Merle Norman studios, in 17 countries throughout the world, including the United States, Canada, S. A., Mexico, Alaska, China, the Philippines, South Africa, Puerto Rico, Thailand, Br. Malaya and Netherlands, and the West Indies among others.

### **Mennen to Sponsor "Ding Dong School"**

William G. Mennen, Jr., executive vice-president of the Mennen Company included in his tour of the Mennen plant in Morristown, N. J., a discussion of "The Mennen Story" with "Miss Frances," star and founder of NBC-TV's "Ding Dong School" which will be sponsored beginning the week of September 12th by Mennen Baby Products, and the new Mennen Skin Magic for Adults.

The message—"Mennen Baby Products Equals Best Baby Care" will be "Miss Frances'" advice to mothers plus telling the story of the new Mennen Skin Magic which is fortified with Silicones, science's newest water repellent.

## *Among Our Friends*

DR. HERBERT NEUGEBAUER, director of research and development for F. Wolff & Sohn, Karlsruhe, Germany, one of the foremost cosmetic and soap manufacturing companies in Europe, completed a eight weeks airplane tour of the United States June 24 when he left by airplane for Zurich, Switzerland, on his return to Germany. While in the United States Dr. Neugebauer visited the principal soap and cosmetic manufacturing companies in the United States. Among the principal cities visited were New York, Philadelphia, Wilmington, Washington, Detroit, Cincinnati, St. Louis, Chicago, Milwaukee and San Francisco. Dr. Neugebauer was delighted with the friendly reception and the courtesy accorded to him by the companies he visited. He was also especially impressed by the extent and the thoroughness of the research and development work carried on by the leading American companies and also by the efficient manufacturing methods employed as well as by the care taken in testing products before they are put on the market.



Dr. Neugebauer

He particularly enjoyed the visits to research and development laboratories where he exchanged ideas and information with the chemists in charge of that work. In fact the conferences were so mutually beneficial that cordial invitations were extended to Dr. Neugebauer to repeat his visits the next time he comes to the United States.

HAROLD V. LEE has been elected vice president of G. Barr & Co., in

charge of their New York plant. The creation of this position was necessitated by the increasing importance of the company's eastern production, Mr. Barr said. Mr. Lee, who has been with the company since the opening of the New York branch a year ago, will be in charge of all that plant's operations, including the development laboratory as well as production and sales. A graduate of Columbia University, Mr. Lee has been in the aerosol industry since its inception eleven years ago. Before joining the Barr organization he was with Revlon Products.

MILTON C. MUMFORD was elected executive vice president of Lever Brothers Co. Previously he was vice president of Marshall Field & Co., Chicago, and general manager of Fieldcrest Mills, the company's textile manufacturing division.

FREDERICK Q. SWACKHAMER has been appointed advertising manager of Lenthic division of Olin Mathieson Chemical Corp.

LESTER KOEPPEN has been appointed assistant sales manager of Coty, Inc. He has been a member of the Coty



Lester Koepfen

organization since 1926; and previously had been a member of the sales staff before his appointment as Southwest district manager.

MISS JANICE LOU CHEZ, daughter of Mr. and Mrs. Maurice R. (Maurie) Chez (he is president of Sales Builders, Inc., U. S. distributors of Max Factor cosmetics) became the bride of STANLEY HOWARD WHITMAN, son of Mr. and Mrs. Earl R. Whitman, of Los Angeles, on June 27. The bride is a graduate of the University of Southern California

and the groom was graduated from U. C. L. A., and is now attending the College of Osteopathic Physicians and Surgeons in Los Angeles, where he is president of Sigma Sigma Phi, honorary fraternity. After a brief honeymoon in the East, they will return to Los Angeles to make their home in Beverly Hills.

WALTER D. PLUMMER has been appointed sales promotion manager of Kimble Glass Co., a subsidiary of Owens-Illinois Glass Co. Mr. Plummer succeeds Harlan Hobbs, whose promotion to vice president of Glasco Products Co., was announced recently.

JACQUES d'AIGREMONT, president of Roure Dupont, Inc., accompanied by Countess d'Aigremont, is in France for a two-months' sojourn there. He will be in close contact with the laboratories in Grasse and Paris to discuss the development of new trends.

CHARLES E. ARCH has been appointed a vice president of the Sheffield Tube Corp. Mr. Arch heads Sheffield's Chicago office where he started working in the general office and plant in 1932. He was transferred to the sales department in 1934, and was made district sales manager in

1942. Mr. Arch was graduated as a business major with a B.S. degree from the University of Illinois in 1931. He



Charles E. Arch

is a member of the Chicago Sales Executive Club, Chicago Drug and Chemical Assn. and the Chicago Perfumery, Soap and Extract Assn.

JAMES MOREY has been appointed sales manager of the Aerosol Filling Division of Puritan Distributing Co. Mr. Morey has been associated with the aerosol industry for over ten years, helping in the pioneering of the industry's growth from "high pressure" to the popular "low pressure" aerosols, with products ranging from insecticides to shave creams, colognes, and pharmaceuticals.

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MILLER S. BURGIN, of Magnus, Mabee & Reynard, Inc., has been appointed to the states of Missouri, Kansas, Nebraska, Colorado and Utah. Mr. Burgin, who represented the company in the south, from 1947 to 1953, is a graduate of the Georgia School of Technology. After completing an extensive course of instruction in the company's main office and laboratories, he will make his headquarters in Kansas City, Mo.

WALLACE W. ROFF, currently serving as director of Whittaker, Clark & Daniels, Inc., who was formerly vice president and sales manager, has become executive vice president of the company and continues to serve as a Whittaker director. He has been associated with the company for 37 years. JOHN SEIDLER, formerly assistant secretary and assistant sales manager, continues his service as assistant secretary and has become a director of the company as well as general sales manager. He has been with Whittaker for 23 years. ROBERT G. SMITH, formerly plant manager and regional division manager, will serve the company



J. Seidler

R. G. Smith



W. W. Roff

in the capacity of both director and

assistant sales manager. His association with Whittaker covers a period of 21 years.

DR. FREDERICK F. YONKMAN, vice president in charge of research for Ciba Pharmaceutical Products, Inc., was honored by Hope College and Princeton University during the month of June. Hope College awarded him with the honorary degree of doctor of science. Dr. Yonkman was graduated from Hope in 1925. He was also recently elected to the Advisory Council of Princeton's Department of Biology for a three year term which began July 1.

DR. JOSEPH G. DAVIDSON, chairman of the Carbide & Carbon Chemicals Corp., has been chosen by the American section of the Society of Chemical Industry to receive its 1955 chemical industry medal "for conspicuous services to applied chemistry."

MISS SADIE MIRIAM BURG, regional sales supervisor for Helena Rubinstein, Inc., has resigned her position with the company. After many years of service with this cosmetic firm, Miss Burg is retiring to private life.

LEONARD ROSEN, chairman of the board, Charles Antell, Inc., has been appointed by Baltimore mayor Thomas D'Alesandro to head the city's Public Bath Commission for the next four years.

VINCENT J. DEFEO has been appointed co-chairman of the Publicity Committee of the New York Chapter of the Society of Cosmetic Chemists. The other co-chairman is Dr. Louis Barail. At the first Ladies' Night of the Chapter in June the affair was made more enjoyable because of Mr. Defeo's work in obtaining and in distributing souvenirs to the ladies, and otherwise contributing his skill in helping to make it an outstanding success.

WILLIAM G. OHME has been appointed director of marketing of the Lenthic division of Olin Mathieson Chemical Corp. Mr. Ohme has been



William G. Ohme

advertising manager for Lenthic since he joined the company in 1952. Before that, he was assistant treasurer and assistant secretary of Richard Hudnut.

ANDREW THOMAS has been appointed Technical Controls Supervisor of the Bloomfield, N. J. Manufacturing Division, Lehn & Fink Products Corp. Mr. Thomas will supervise technical direction of the bulk manufacturing department and quality standard checking and, in cooperation with the Lehn & Fink research laboratory, oversee the development of manufacturing methods and production techniques. A graduate of Fordham University, class of 1943, where he majored in biochemistry, Mr. Thomas joined the staff of the Lehn & Fink research laboratory this year.

H. BRUCH HAGLER, president of Associated Brands Inc. spent the last month in Europe making a survey of aerosol filling installations. His chief chemist, PHIP PRUSSAK, made a similar survey of facilities and potential needs in Mexico and Cuba. On a side trip to Acapulca Mr. Prussak hooked a 9 ft. 5 in. sailfish for which he now holds a duly notarized certificate.



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ROBERT S. HERZOG has been appointed assistant advertising manager of Lady Esther, division of Zonite Products Corp. Mr. Herzog was formerly associated with Lester L. Jacobs, Inc.

ARNOLD F. ANDERSON, who was associated with F. H. Sloan in Rouberchez Inc., New York, has severed his connection with that company and is now operating the Ralph Wilson Co., in Greenwich, Conn. The Ralph Wilson Co. was previously operated by Rouberchez, Inc.

CAMILLE BOURGUET, American Aromatics Inc., New York, N. Y., has returned from a two months' trip to France, Switzerland, and Spain where he consulted some friends abroad. He was accompanied by Mrs. Bourguet and the trip was made by airplane. Among the interesting events of the trip was a visit to the headquarters of Synarome, S. A. in Paris where Mr. Bourguet conferred with Hubert Fraisse, director of that company. During the trip Mr. Bourguet met many of his old friends in the industry who occupy outstanding positions in the technical field. In discussing his trip Mr. Bourguet stressed the marked improvement in business activity in all lines; and he was delighted to find that our European friends are accepting many good American ideas. In this con-

nection he remarked that it appeared to be a reversal of the progress of civilization—in this case from West to East instead of the reverse as in the past. In short he believes more firmly than ever that in the words of the late Wendell Wilkie, we will have "one world" sooner than we expect.

JOHN J. O'LEARY, GLENN L. HARPER, DONALD L. HELMS, JOHN A. FARRELL, JR. and MISS FERN B. WATSON have been appointed junior sales representative for Tussy Cosmetiques. John O'Leary, who previously had been with a Detroit organization, will assist sales representative Al Bergstrom in the same territory. Glenn Harper, who had been with Helene Curtis Sales Inc., covering the southern states, will assist sales representative Leonard Weiss in the state of Florida. Donald Helms, formerly with General Motors Corp., will cover the state of Virginia under the supervision of sales representative H. P. Morris. John Farrell, until recently with George W. Luft Co., Inc., will assist Victor Fredholm in wholesale work in Long Island, Westchester and the Bronx, New York. Fern Watson, who has been in the cosmetic field for the past twenty years, will work with Herbert Nash in the state of Texas.

WILLIAM J. TERRELL has been appointed sales representative for Tussy Cosmetiques. Mr. Terrell will cover Washington, Oregon, Western Idaho and Alaska. Prior to his new position with Tussy, Mr. Terrell had been Northwest sales representative for Lenthier Perfumes, Inc., and is well known in his present territory as well as in the cosmetic field. Mr. Terrell succeeds James Vanlandingham, who has resigned to enter private business.

LEE RICHARDSON, now Seattle branch manager for Owens-Illinois Glass Co. was promoted to assistant to the general sales manager at San Francisco, and Robert Blowney, now assistant Seattle branch manager, moves up to fill Richardson's position. The changes are effective September 1. Richardson joined Owens-Illinois in 1921 and was made Seattle branch manager in 1934. Blowney started in the accounting department at O-I's general office in Toledo in 1929 and was transferred to an administrative sales position in San Francisco in 1944. He was made Seattle assistant branch manager last January.

SAUL FISCHBEIN, has been appointed as eastern district sales manager for King's Men toiletries covering the eastern seaboard.

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CHAIRMAN EMANUEL CELLER of New York has disclosed that the staff of the house monopoly investigating committee is preparing a bill to strengthen the government's veto over corporation mergers. This was revealed after additional testimony was received by the committee from top government officials for tightening the antitrust laws over consolidations.

ED GERBIC, advertising vice president of Johnson & Johnson, and J. WARD MAURER, advertising director of Wildroot, have gone to England to visit the studio where "Adventures of Robin Hood" are being filmed, which their companies will co-sponsor, on CBS-TV, September 26.

PAUL KLEIN, vice president of Kings Men is on an extended tour of the United States and the Latin American countries. He will spend some time in Cuba, and then go on to South America. Mr. Klein will also attend many of the cosmetics shows during his travels. Previews of the Kings Men 1955 Christmas line have brought favorable comments from those who have seen it. Completely new is the Kings Men packaging in the latest of ultra-modern, streamlined design.

JOHN (JACK) DOWLING, formerly district sales representative for Helena Rubinstein, Inc., has been

promoted to field sales manager for the United States in charge of the Gourielli line of cosmetics for men and women. Mr. Dowling, whose promotion became effective August 1, will now be working in New York. His activities will center on the new and extensive plans the company has for the Gourielli line. Taking Mr. Dowling's place as District sales representative with headquarters at Atlanta, is Joseph Folio.

HENRY C. BERNARD, chief of Park & Tilford's Toiletries Division has been appointed administrative vice president of Park & Tilford Distilleries Corp.

E. H. LITTLE, chairman of the board Colgate-Palmolive Co. reports that domestic sales for the first six months of this year were \$137,940,000 an increase of \$6,136,000 over the corresponding period of 1954. Second quarter sales of \$75,456,000 increased \$11,305,000 over the previous year which reflects primarily the recovery of shipments delayed due to a strike in the latter part of March. Sales of foreign subsidiaries which are not consolidated amounted to \$88,872,000 for the six months of 1955 as compared with \$80,172,000 in the first half of 1954. World wide sales for the first half of 1955 totalled \$226,812,000 an increase of \$14,836,000 over the first

half of 1954. Net income for the first six months of 1955 amounted to \$4,501,000. Last year the earnings were \$5,549,000. The lower net was due to substantial introductory costs for new products, particularly AD, a new detergent.

JOEL Y. LUND has been appointed president of Lambert Pharmacal Div. of Warner-Lambert Pharmaceutical Co. He was executive vice president of Lambert Pharmacal Co. prior to the merger of that company with Warner.

GORDON MOLESWORTH, a specialist in the atomic energy field, predicts that in the very near future the bright, mushrooming cloud of peace time atomic energy is going to shade some marketing areas especially perishable foods and drugs. For instance hot dogs pasteurized by radiation will stay fresh for 60 days. A small dose of radiation for regular meat cuts, now good for three or four days in the grocer's cold case will make it possible for the consumer to keep them at home for use any time within three weeks. Possibilities for radiation sterilization in the drug and its allied fields he feels are almost endless.

CHARLES T. SILLOWAY, president of Zonite Products Corp. reports that his company has purchased the ethical pharmaceutical firm of Crookes Laboratories, Inc., Mineola, N.Y.



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# Market Report

## Essential Oil Outlook Good

The essential oil and aromatic chemical trade is bracing itself for an active period over the last half of the year. Several reasons have been advanced for the general note of optimism that prevails regarding the outlook. They include (1) high industrial

operations which in turn means high income among workers; (2) a recent leveling off of the upward price trend in some basic oils and chemicals; (3) and early preparations on the part of many consumer lines for an active sales program over the coming Fall.

### PRICE CHANGES

	CURRENT	PREVIOUS
<b>ADVANCES</b>		
Oil orange, Floridian	0.50	0.45
Oil spearmint	\$4.50	\$4.25
Oil bergamot	\$9.25	\$9.00
Oil sandalwood	\$15.00	\$14.25
Oil nutmeg, E.I.	\$3.25	\$3.00
Oil clove, bud	\$3.50	\$3.20
Gum arabic, amber sorts	0.19½	0.19
Oleic acid, tanks	0.16	0.15½
Stearic acid, single prsd. drums	0.14¼	0.13¾
Tallow, fancy	0.075	0.07½
Grease, white	0.088	0.07¾
<b>DECLINES</b>		
Oil sassafras, artificial	0.80	0.88
Oil cedarwood	0.70	0.90
Oleo resin ginger	\$5.60	\$5.75
Menthol, Japanese	\$13.00	\$18.00
Oil lemongrass	\$2.00	\$2.05
Oil clove, leaf	\$1.30	\$1.35
Vanilla beans—		
Bourbons	\$6.75	\$9.80
Mexican, cuts	\$8.50	\$9.00
Mexican, whole	\$9.25	\$10.00
Citral	\$4.65	\$5.25
Alcohol, C-11	\$13.90	\$14.50
Carvone	\$5.75	\$6.75

Prices per pound unless otherwise specified.

### Perfume Oils Active—

Perfume oils, especially the natural floral oils, have been attracting considerable attention with the greater volume largely being attributed to the increasing popularity of processed items going into aerosol containers. Floral oils such as neroli, lavender, rose and several others in the group are expected to remain firm in price because of unfavorable weather conditions that have existed during the growing season in most producing areas.

### Uses Broadening—

Following closely on the heels of the rapid development of the aerosol container industry, the essential oil and

chemical trade, after a considerable amount of research work, is currently reaching out into the animal and pet food industry to increase sales. The products will improve the taste, color and aroma of feedstuffs. The animal foodstuffs industry, credited with an annual output of 35 to 40 million tons of material, promises to become a large consumer of oils and chemicals. Widening use of additives in animal foodstuffs has created a greater need for flavoring and coloring materials for stepping up food intake per animal.

### Stearic, Oleic Acids Up—

Stearic and oleic acids scored gains of ½ cent a pound as the result of

improved demands and a generally strong situation in animal fatty acids. June sales of fatty acids proved to be the highest this year, and for the first five months, sales amounted to 186 million pounds or more than 20 million pounds over the like months of last year. Tallow and greases scored fractional gains over the period under review and the price outlook continued firm.

### Domestic Oils Improve—

After declining to 75 cents a pound a somewhat steadier tone developed in oil cedarwood. Earlier this year, the article had been well above \$1. Floridian orange oil has turned decidedly firmer. Reduced offerings and a seasonal upturn in sales were factors behind the generally firmer tone to the market. California lemon likewise displayed an improved tone. Prices for independent brands have been slowly edging upward or closer to the price of \$6 a pound named on Exchange brand oil.

### Vanilla Beans Lower—

Contrary to expectations, vanilla bean prices dipped to a new low price level. The extended decline in the market in the face of a generally strong statistical position was brought about by economic conditions in Madagascar. Needing additional funds to purchase new crop green beans some holders were forced to reduce prices on their stocks of old crop goods. Local observers feel that prices have about reached the bottom on the decline. Fairly large orders were placed following the decline in Bourbon bean prices which in turn cleaned up about all of the distressed lots.

### Boric Acid to Rise—

A major producer of borax and boric acid announced that it would increase prices September 1. The demand for boron products has been running at a high rate with increased costs serving to have a strengthening influence upon the market. The advance will be the first since May, 1953.

### Glycols Strong—

The glycols were all firm at recently advanced price levels. Propylene glycol was moving out into consuming channels in good volume. April production of propylene glycol amounted to 4,095,986 pounds in contrast to 4,825,973 pounds in the previous month, March.

### Rosins Strong—

Without CCC holdings from goods taken under the loan from previous crops, rosins would in all probability work higher in price. Normally at this time of year gum rosins would be moving into the loan program.

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### HELP WANTED

## PERFUMER CHEMIST PHARMACIST

A leading Metropolitan New York essential oil and aromatic chemical firm seeks a man to join its staff of perfumers.

The assignment will be chiefly concerned with the perfuming of cosmetics, toilet preparations, soaps, etc. A degree or sound background in pharmacy or chemistry is required, knowledge of the field, an asset. We would consider an experienced perfumer. A good sense of smell is an absolute essential. Though our man need not be a perfumer, he must be capable of developing his olfactory senses so that he can be trained in the fundamentals of our business.

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**COSMETIC CHEMIST:** Well-known manufacturer requires experienced chemist with background in creating and manufacturing high-quality nail preparations, lipsticks, and other cosmetics. Write Box #3079, American Perfumer Magazine, 48 W. 38th St., New York 18, N. Y.

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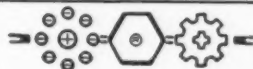
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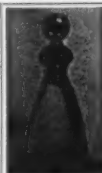


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## INDEX TO ADVERTISERS

American Aromatics, Inc. ....	71	Fritzsche Brothers, Inc. Insert 57 thru 60		Parsons-Plymouth, M. W. ....	75
American Cholesterol Products, Inc. 36-37		General Chemical Div., Allied		Penick & Co., S. B. ....	8
Anderson, Carl N. ....	83	Chemical & Dye Corp. ....	—	Perry Bros. ....	—
Ansbacher & Siegle ....	—	Givaudan-Delawanna, Inc. ....	67	Pfizer & Co., Inc., Chas. ....	11
Aromatic Products, Inc. ....	10	Glass Products Company ....	77	Polak & Schwarz, Inc. ....	—
Avon Products ....	6	Goldschmidt Corp. ....	—	Polak's Frutal Works ....	69
Bertrand Freres ....	12	Halby Products ....	71	Reheis Co. ....	—
Bios Laboratories, Inc. ....	79	Hazel-Atlas Glass Co. ....	18	Rhodia, Inc. ....	—
Boake, Roberts & Co., Ltd., A. ....	—	Heyden Chemical Corp. ....	63	Richford Corp. ....	Front Cover
Bopf-Whittam Corp. ....	80	Horn, John ....	82	Ritter & Co., F. ....	—
Bulgarska Rosa ....	—	Ising, C. E. ....	79	Robertet Inc., P. ....	14
Bush & Co., Inc., W. J. ....	1, 73	Katz & Co., Dr. Alexander,		Roure-Dupont, Inc. ....	Insert 39, 40
Cameo Die & Label Co. ....	80	Div., of F. Ritter & Co. ....	—	Schimmel & Co., Inc. ....	4
Camilli, Albert & LaLoue, Inc. ....	84	Kenbury Glass Works ....	83	Seovill Mfg. Co. ....	—
Carr-Lowrey Glass Co. ....	—	Knapp Products, Inc. ....	—	Seaplant Chemical Corp. ....	—
Cavalla, Inc., A. ....	77	Lanitis Bros., Ltd. ....	Back Cover	Seil, Putt & Rusby, Inc. ....	83
Chaley, Inc., Ph. ....	16	Lautier Fils, Inc. ....	65	Sheffield Tube Corp. ....	Insert 17
Charabot & Co., Inc. ....	47	Leberco Laboratories ....	83	Shulton, Inc. ....	—
Chiris Co., Inc., Antoine ....	5	Leeben Chemical Co., Inc. ....	—	Sindar Corp. ....	—
Classified Advertisements ....	82-83	Leonhard Wax Co., Inc., Theodor ..	—	Snell, Foster D., Inc. ....	83
Coke's Manufacturing Co. ....	—	Lueders & Co., George ....	2	Sonneborn Sons, Inc., L. ....	20
Consolidated Fruit & Jar Co. ....	78	Martinat, Jean Jacques, Dr. ....	83	Standard Aromatics, Inc. ....	—
Cosmetries, Inc. ....	—	Maywood Chemical Works ....	—	Stapan Chemical Co. ....	—
Descollonges, Inc. ....	—	Morningstar, Nicol, Inc. ....	15	Sun Tube Corp. ....	—
Distillation Products Industries ....	13	N. V. Chemische Fabriek "Naarden"	49	Synfleur Scientific Labs., Inc. ....	50
Dodge & Olcott, Inc. ....	—	Norda Essential Oil & Chemical Co.,		Syntomatic Corp. ....	—
Dow Chemical Co.,		Inc. ....	43	Tombarel Products Corp. ....	—
The ....	Inside Back Cover	Onyx Oil & Chemical Co. ....	—	Ungerer & Co. ....	Inside Front Cover
Dragoco ....	—	Orbis Products Corp. ....	—	Universal Outlet Co. ....	83
Dreyer, Inc., P. R. ....	7	Owens-Illinois Glass Co. ....	—	Van Ameringen-Haebler, Inc. ....	44-45
Esrolko, Ltd. ....	—	Pantone Press, Inc. ....	—	Vanderbilt Co., R. T. ....	53
Fairmount Chemical Co., Inc. ....	77	Parento, Inc., Compagnie ....	—	Van Dyk & Company, Inc. ....	22
Fifth Avenue Protective Assoc. ....	80			Verley & Co., Albert ....	—
Firmenich & Co. ....	—			Verona Chemical Co ....	55
Flaconette Company ....	—			Whittaker, Clark & Daniels ....	—
French Glass Co., Inc., The ....	9			Will & Baumer Candle Co., The ...	79



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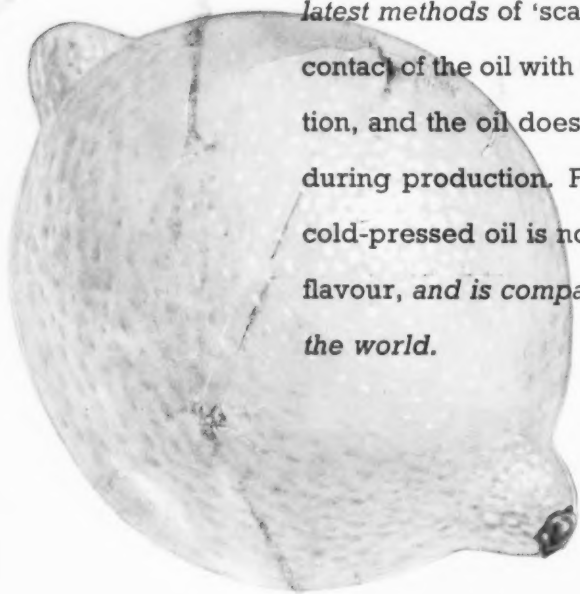
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